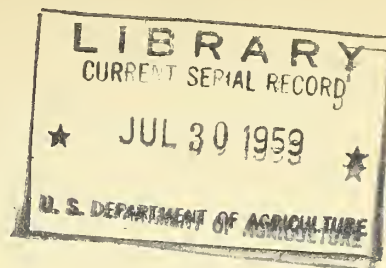


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

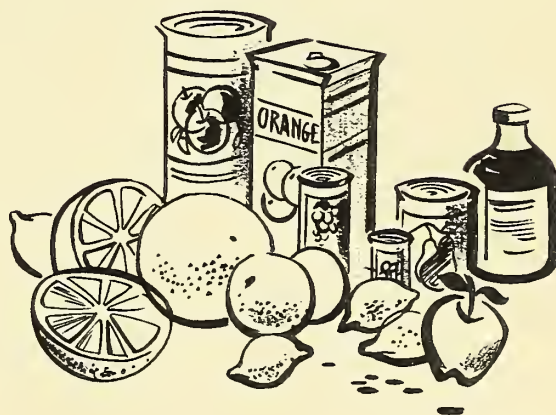
Reserve
A 280.3939
M34C



CONSUMER PURCHASES OF FRUITS AND JUICES

 Family
Characteristics

April-September 1958



CPFJ- 75

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Washington, D. C.

PREFACE

This report summarizes data on household consumer purchases of fresh citrus fruits, canned and frozen juices and ades during the 6-month period April-September 1958. Data for April-September 1957 are presented for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled "Consumer Purchases of Selected Fruits and Juices" and a series of quarterly reports entitled "Consumer Purchases of Selected Fruits and Juices by Regions and Retail Outlets." The purpose of this report is to provide additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size, age of children, occupation and education of family head, age of housewife, and in April-September 1958, for the first time, employment of housewife.

The age classifications used in mid-1958 for children present in the home have been modified and hence are not comparable with 1957 and prior years. A family having children in more than one age group is now included in a new classification, "Multiple Age Group." Heretofore, such a family was included in 2 or more groups, according to the age of the children.

The "family income" classification used in this report was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," etc.

In the classification of "size of community" the total population of metropolitan areas was used rather than the population within corporate city limits.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. On the other hand, "volume of purchases per 1,000 persons" were computed by dividing total purchases by the total number of persons in the category irrespective of whether or not purchases were made by the family of which they were members.

This is the ninth in a series of reports covering selected 6-month periods beginning in October 1949. This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data represent estimates obtained from a nationwide consumer panel. This publication is issued by the Market Development Branch, Agricultural Marketing Service, as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

CONTENTS

	<u>Page</u>
Summary.....	5
Concentrated juices and ades.....	5
Single-strength juices and ades.....	8
Fresh and canned fruit.....	10

Tables

Purchase data, by family characteristics and place of residence,
April-September 1957 and 1958

Concentrated juices and ades:

Table 1.--Percentage of families buying.....	13
2.--Average number of purchases per buying family.....	14
3.--Average volume of purchases per buying family.....	15
4.--Average prices paid by household consumers.....	16
5.--Purchases per 1,000 persons.....	17

Single-strength juices and ades:

Table 6.--Percentage of families buying.....	18
7.--Average number of purchases per buying family.....	19
8.--Average volume of purchases per buying family.....	20
9.--Average prices paid by household consumers.....	21
10.--Purchases per 1,000 persons.....	22

Fresh and canned fruit:

Table 11.--Percentage of families buying.....	23
12.--Average number of purchases per buying family.....	24
13.--Average volume of purchases per buying family.....	25
14.--Average prices paid by household consumers.....	26
15.--Purchases per 1,000 persons.....	27

July 1959

FOR NATIONAL CONSUMER PANEL

PACIFIC 10.6%

MOUNTAIN 8%

SOUTHWEST 10.1%

NORTHCENTRAL 29.2%

SOUTH 21.6%

NORTHEAST 28.4%

10.0%

10.0%

WASH. OREG. CALIF. NEV. IDAHO MONT. WYO. UTAH ARIZ. N. MEX. OKLA. TEXAS KANS. MO. IOWA WIS. MICH. N. DAK. S. DAK. NEBR. ILL. IND. OHIO PA. N. J. N. Y. V.T. MASS. N.H. R.I. CONN. DE. MD. VA. W. VA. KY. TENN. MISS. ALA. GA. S.C. N.C. FLA. LA. ARK.

CONSUMER PURCHASES OF FRUITS AND JUICES
BY FAMILY CHARACTERISTICS

APRIL-SEPTEMBER 1958

By Clive E. Johnson
Market Development Branch
Marketing Research Division
Agricultural Marketing Service

SUMMARY

Substantial gains in household purchases were reported for canned orange juice, shelf-pack and frozen orangeades, and canned grapefruit sections in April-September 1958. Lesser gains were recorded for frozen concentrated lemonade, canned lemon juice, and chilled orange juice.

In contrast, purchases of fresh oranges, fresh grapefruit, and frozen orange concentrate were down a little more than one-third from a year earlier, reflecting declines of roughly one-fourth in the average size of purchase per buying family and one-sixth in the number of families buying. More moderate declines were reported for frozen concentrated grapefruit juice, canned grapefruit, prune and tomato juices, and for frozen lemon juice, and shelf-pack lemonade.

The proportion of families buying most fruits and juices in April-September 1958, as in mid-1957, tended to vary directly with family income, size of community, education of family head, and indirectly with size of family. For canned orange juice and shelf-pack orangeade, however, the proportion of families buying was highest in rural areas and small towns, among the low income, the large, and the young families, and those in which the family head had less than a college education. The proportion of families buying and per capita purchases were generally higher among families in which the housewife had employment outside the home.

The 1957-58 orange crop was about 17 percent smaller, and the grapefruit crop 11 percent smaller than in the preceding season. Production of frozen concentrated orange juice and canned grapefruit juice was down substantially from a year earlier. In contrast, a moderate increase occurred in production of canned single-strength orange juice. Retail prices of fresh grapefruit were one-fourth higher; fresh oranges, one-third higher; and frozen orange concentrate, about two-thirds higher than a year earlier.

The 1957-58 lemon crop was moderately larger than a year earlier and production of the lemonades and lemon juices increased. Prices paid for fresh lemons rose slightly, while those paid for lemon products were down a little.

CONCENTRATED JUICES AND ADES

Frozen concentrated orange juice.--Household purchases of frozen concentrated orange juice in April-September 1958 were down one-third from the peak of April-September 1957. Production in 1957-58 declined substantially from

the preceding season, reflecting a smaller crop of oranges and a lower yield of juice per box of fruit. Retail prices, at 23.7 cents per 6-ounce can, were two-thirds higher than the record low prices of mid-1957. The proportion of families buying, about 44 percent in mid-1958, was down 7 percentage points from a year earlier, and there was a 26-percent decline in the average size of purchase per buying family.

Fewer buying families and a smaller size of purchase per buying family were reported for all geographic regions and for all socio-economic characteristics (size of community, family income, size of family, etc.) for which data were obtained. 1/ The decline in per capita purchases was considerably greater in the North Central and Southern States than in other regions. Larger-than-average per capita declines, indicating a higher degree of response in demand with respect to increased price, were also reported among large households (6 or more members), young families (housewife under age 35), in families in which the family head was employed in a craftsman-laborer or unclassified occupation or had some high school education. The per person rate of purchase fell about 26 percent from a year earlier among families in the highest income quartile, while drops of more than 40 percent were reported for families having lower incomes.

The market for frozen orange concentrate, measured by the proportion of families buying and by per capita purchases, varied directly with the size of community in which families lived, family income, education of head of family, but inversely with age of housewife. Families having only children of pre-school age, although purchasing in relatively small volume, were much more apt to buy than families having older children only, or those without children in the home. 2/ Per capita purchases among families with the housewife employed outside the home were substantially higher than in other households. 3/ The share of total purchases made by older families rose from 40 to 43 percent, while dropping from 31 to 28 percent among younger families.

Families in the highest income bracket purchased about 38 percent of the total quantity of concentrate bought in mid-1958 compared with 33 percent a year earlier. The proportion purchased by the lowest income families dropped from about 17 to 15 percent of the total.

On the average, buying families spent about \$5.20 for frozen orange concentrate in April-September 1958, about one-fourth more than a year earlier. Expenditures by low-income families held at about \$3.40, but expenditures by middle-income families increased about one-fifth to about \$5.20 and those of

1/ Household purchases by characteristics of families buying are shown in tables following the text of this report. Data on the volume of purchases are reported in the monthly and quarterly series of Consumer Purchases of Selected Fruits and Juices.

2/ Characteristics data in 1958 by presence of children are mutually exclusive, and are not comparable with 1957 and prior data for this classification.

3/ Data on purchase characteristics by employment of housewife were first obtained for mid-1958. About one-third of housewives had outside employment.

high-income families rose one-third to \$6.70, indicating a highly inelastic demand among higher-income families. Young families spent about \$4.40 for the concentrate, an increase of 10 percent over 1957. Expenditures by middle-age families (housewife, age 35-44), at \$6.10, and by older families (housewife age 45 or more), at \$5.10; each increased about one-fourth.

Frozen concentrated grapefruit juice.--Retail purchases of frozen concentrated grapefruit juice in April-September 1958 were down about 8 percent from the corresponding period of 1957. The product was bought by about 3 percent of the Nation's families, a smaller proportion than a year earlier, and there also was some decline in the average size of purchase per buying family. Prices paid averaged 17.9 cents per 6-ounce can, an advance of 3.2 cents over a year earlier.

Household purchases of frozen grapefruit concentrate, similar to that for frozen orange concentrate, varied directly with the size of community, family income, and educational status of head of household. About two-thirds of the total quantity purchased was bought by families living in the Northeast and North Central regions.

Lemonade.--Moderately larger quantities of frozen concentrated lemonade were bought for home use in April-September 1958 than a year earlier. The gain reflected a higher level of purchases in the Mountain-Southwestern and Pacific States, with buying in other regions remaining at about mid-1957 levels. Retail prices declined 0.7 cent to an average of 10.4 cents per 6-ounce can.

Some increase in per capita purchases was reported for almost all socioeconomic characteristics. The gains were small, however, except for fairly substantial increases in those classifications in which purchase rates were well below the national average (farm communities, low-income families, grammar school education, and young housewife).

The proportion of families buying and per capita purchases changed directly with size of community, family income, and education of family head. Presence of children in the home was an inducement to buy--about 40 percent of families having children bought frozen lemonade, but only 30 percent of those without children made a purchase.

About 1 percent of the Nation's families bought frozen single-strength lemon juice in April-September 1958, and 2 percent bought shelf-pack concentrated lemonade. In both instances, this represented some decline from a year earlier. Prices paid for frozen lemon juice, 13.1 cents per 6-ounce can, were down slightly, while the average price for the shelf-pack concentrate remained steady at 13.7 cents per 6-ounce can.

Orangeade.--Householders purchased about one-fifth more shelf-pack concentrated orangeade in April-September 1958 than in the corresponding period of 1957. This was the first increase over a year earlier in the 6-year history of these data. Nearly 5 percent of the Nation's families made a purchase, compared with about 3.6 percent in mid-1957; the average size of purchase per buying family, however, was about 12 percent smaller. Retail prices were down 1.3 cents to an average of 18.2 cents per 6-ounce can.

The proportion of families buying shelf-pack orangeade, unlike the pattern for frozen orange concentrate, was highest in the more sparsely populated areas, among low-income families, large families, and in families headed by a person having some grade or high school education.

The quantity of frozen concentrated orangeade bought for home use in mid-1958, although remaining small, was more than twice the volume purchased in the corresponding 6-month period of 1957. The proportion of families buying increased from 2 to 4 percent, accompanying a substantial increase in buying-family purchase rates. Retail prices, at 14.4 cents per 6-ounce can, were 0.8 cent higher.

SINGLE-STRENGTH JUICES AND ADES

Chilled orange juice.--Householders bought moderately more chilled orange juice in April-September 1958 than a year earlier. Buying rose substantially in the North Central, Mountain-Southwestern and Pacific States. Purchases in the Northeast, the principal consuming area, however, dropped slightly along with a fairly large decline in the South. Retail prices averaged 40.8 cents per quart, an advance of 5.6 cents over a year earlier.

The proportion of the Nation's families buying chilled orange juice rose from 7 percent in mid-1957 to nearly 9 percent in April-September 1958, with gains reported for all classifications. The average size of purchase per buying family, however, was smaller in nearly all classifications.

Per capita purchase rates for chilled orange juice increased substantially over a year earlier in the top and bottom income brackets, among 1- or 2-member families, those without children in the home, and those of persons having a craftsman-laborer or an unclassified occupation. In contrast, heavy losses in per capita buying were reported in cities of less than 100,000 population, among middle-income families, among 3-member families, and among families of executives or those whose head had a college background.

Per capita purchase rates for chilled orange juice in cities of 500,000 or more were about twice the national average, and several times higher than those in smaller places. Per capita purchases also were above average for families having 1 or 2 members, no children present in the home, an employed housewife, or a family head in an executive-professional or a clerical-sales-service occupation.

Orange juice.--Retail purchases of canned single-strength orange juice rose 20 percent over April-September 1957, reflecting a gain of nearly 2 percentage points in the proportion of families buying and a 13-percent increase in the size of the average family's purchase. Buying increased about one-third in the Northeast, and by lesser amounts in other regions, except the Pacific where the level held about the same as a year earlier. The average price paid, 34.9 cents per 46-ounce can, was about 3.3 cents higher than in mid-1957. Production of canned orange juice in 1957-58 was moderately greater than in the preceding season.

Per capita purchase rates for canned single-strength orange juice rose over a year earlier in almost all classifications. Larger-than-average gains were reported in cities of more than 500,000 population, and for families having such characteristics as upper-middle income, 3 members or 6 or more members, young or middle-age housewife, children in the home, or a family head having a clerical-sales-service position or some college training.

The proportion of families buying canned orange juice was highest in the Southern States, in the more sparsely populated areas, and among larger families. Family income or education of head of family appeared to have little relation to the proportion of families buying.

Grapefruit juice.--About 15 percent less canned grapefruit juice was purchased for home use in April-September 1958 than a year earlier. Declines of 2 percentage points in the proportion of families buying and of 10 percent in the size of the average buying family's purchase were associated with the loss in volume. Retail prices averaged 31.7 cents per 46-ounce can, 4.3 cents more than a year earlier and the highest since 1950. Production of this juice in 1957-58 was substantially below the level of the preceding season.

The proportion of families buying, the average size of purchase, and per capita purchases of grapefruit juice were below mid-1957 levels in almost all classifications. Per capita buying, however, held close to 1957 levels among families in the upper-middle-income quartile, in young families, and in families where the head had some college training.

The purchase rate per person was substantially greater than the national average among families having 1 or 2 members, no children in the home, a family head in an unclassified occupation, or a housewife over 45. In contrast, per capita purchases by families having a young or middle-age housewife were among the lowest.

Lemon juice.--Slightly more lemon juice was purchased in the spring and summer of 1958 than in the same period of the year before. Buying increased in the North Central and Southern States, but in the Northeast and in the Mountain-Southwestern region purchase levels were lower. Prices paid declined slightly to 10.4 cents per 5½-6-ounce can.

The proportion of families buying lemon juice increased nearly 1 percentage point over a year earlier, with gains indicated for nearly all classifications. The size of purchase per buying family, although averaging the same as in mid-1957, declined in about one-half of the classifications. Families living in larger cities, older families, high-income families, and those with some college education continued to be among the better buyers of the product.

Prune juice.--Purchases of prune juice in April-September 1958 declined about 7 percent from the same period in 1957. The smaller volume was associated with a slightly lower proportion of buying families. Retail prices averaged 34 cents per quart, 1.2 cents more than was paid a year earlier.

Purchases in the Northeast, constituting 53 percent of total volume, were down slightly from a year earlier. Somewhat larger declines were reported in the Mountain-Southwest and Pacific Coast States, while in the North Central region purchases dropped 22 percent.

The proportion of families buying and per capita purchases of prune juice were substantially higher than the national average in cities of over 500,000 population. Purchase rates also were greater than average among families having older housewives, no children in the home, not more than 3 members, and in those where the head of the family had an unclassified or a clerical-sales-service position. Family income seemed to have little influence on per capita purchase rates.

Tomato juice.--About 5 percent less tomato juice was bought for home use in April-September 1958 than a year earlier. The average purchase per buying family and per capita purchases declined some from mid-1957 in almost all geographic regions and family classifications. Retail prices averaged 28.7 cents per 46-ounce can, 2.1 cents higher than a year earlier.

The proportion of families buying tomato juice varied with size of community, family income, age of housewife, and educational status of family head. Gains of 2 percentage points or more over the proportion buying in mid-1957 were reported for families in the upper-income quartile, small families, young families, families without children, and families having the breadwinner employed in a clerical-sales-service position.

Canned orangeade.--The quantity of canned orangeade bought at retail for household use in mid-1958 was down moderately from a year earlier. Purchases declined in the Southern, Mountain-Southwestern and Pacific regions, but a moderately large gain was reported for the North Central States. The lower volume was associated with a smaller average size of purchase per buying family that more than offset an increase from 13.5 percent to 14.5 percent in the proportion of families buying. Purchases were made at an average price of 28 cents per 46-ounce can, 1 cent higher than a year earlier.

The proportion of families buying canned orangeade, in contrast to the pattern for frozen orange concentrate, was highest in the more sparsely populated areas, among larger families, and among families whose head had a grammar or high school education.

•
Greatest gains in proportion of families buying were reported in cities of over 100,000 population, middle-income families, young families, families of clerical-sales-service persons, and families of 4 or 5 members. On the other hand, there was a substantial decline in the proportion of large families buying the product.

FRESH AND CANNED FRUIT

Oranges.--About one-third fewer fresh oranges were purchased for home use in April-September 1958 than a year earlier. The decline was associated with smaller crops in both California and Florida. About 52 percent of the Nation's families bought oranges in mid-1958 compared with 61 percent a year

earlier, and the volume purchased by the average buying family dropped from about 7 to 5 dozen. Retail prices were up about 15 cents to an average of 62.9 cents per dozen.

The proportion of families buying oranges, average size of purchase, and per capita purchase rates were down from mid-1957 in all classifications. The decline in per capita buying was greatest, by far, among families in the lowest-income quartile, large families, and families of craftsmen-laborers.

Purchase rates were substantially higher than the national average in cities of 500,000 or more population, among families having high income, 1 or 2 members, no children, housewife of 45 or more, or a breadwinner in an executive-professional or unclassified position or having some college training.

Buying families, on the average, spent \$3.10 for oranges in April-September 1958, about the same as a year earlier. The amounts spent by families in the upper-income group was up slightly to \$3.80, while middle-income families held their expenditures at year earlier levels. Expenditures for oranges by low-income families, however, declined 15 percent to an average of \$2.60.

Purchases of California-Arizona oranges dropped nearly one-third from mid-1957, reflecting a decrease from 46 to 39 percent in the proportion of families buying, and an 18-percent decrease in the average size of purchase per buying family. Prices paid for these oranges averaged 67 cents per dozen, 15 cents more than a year earlier.

Buying of Florida oranges fell more than 50 percent from a year earlier. About 16 percent of the Nation's families bought Florida oranges in April-September 1958 compared with 24 percent in mid-1957, and there was a 30-percent reduction in the average size of purchase per buying family. Retail prices were up about 16 cents to 57 cents per dozen.

Grapefruit.--Purchases of fresh grapefruit for home use in April-September 1958 declined substantially from mid-1957. The 1957-58 grapefruit crop in Florida, 80 percent of total production, was about 17 percent smaller than in the preceding season. The proportion of families buying fell from 39 to 32 percent, and there also was a 23-percent decline in the number of grapefruit purchased per buying family. Prices paid averaged \$1.15 per dozen, about one-fourth more than a year earlier.

Fresh grapefruit purchases increased moderately in the Pacific Coast States, but in other regions volume losses ranged from one-third to one-half below levels of a year earlier. Declines in the proportion of families buying, in average size of purchase, and in per capita purchases, were reported for all classifications.

The proportion of families buying grapefruit varied directly with size of community, family income, education of family head, and age of housewife. Per capita purchase rates were substantially higher among older families, households without children, households having but 1 or 2 members, and in families whose head had an unclassified occupation.

Grapefruit sections.--About 12 percent more canned grapefruit sections were bought by household consumers in April-September 1958 than a year earlier. Buying increased in all regions except the Mountain-Southwest where there was a rather heavy decline. The gain in volume was associated with a larger average purchase per buying family. Prices paid, at 25.3 cents per No. 2 can, advanced 1.7 cents from mid-1957.

The proportion of families buying this product rose with the density of population, education of family head, and age of housewife. Per capita purchase rates were substantially higher than the national average among families in cities of 500,000 or more population, in the highest- and lowest-income quartiles, without children in the home, having an older housewife, or those having 1 or 2 members.

Lemons.--Householders bought about the same quantity of lemons in mid-1958 as a year earlier. There was some decline in the Northeast and North Central States, but purchases in other regions increased. Retail prices at 43 cents per dozen were about 1 cent higher.

About 53 percent of the Nation's families bought lemons in mid-1958, a somewhat smaller proportion than a year earlier. There was relatively little variation among the various classifications in the proportion of families buying lemons. The only exception was the low proportion of young families buying.

Table 1. CONCENTRATED JUICES AND ADES: Percentage of families buying, April-September 1957 and 1958

Place of residence or family characteristic	Frozen concentrated juices								Concentrated ades							
									Lemonade				Orangeade			
	Orange		Grapefruit		Total 1/		Frozen lemon juice 2/		Frozen		Shelf-pack		Frozen		Shelf-pack	
	1957 ³	1958 ³	1957 ³	1958 ³	1957 ³	1958 ³	1957 ³	1958 ³	1957 ³	1958 ³	1957 ³	1958 ³	1957 ³	1958 ³	1957 ³	1958 ³
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
United States.....	51.2	44.1	3.0	2.8	53.7	48.2	1.4	1.2	33.6	34.7	2.5	2.3	1.6	4.0	3.6	4.9
Geographic region:																
Northeast.....	60.5	56.2	4.5	4.5	64.3	61.2	1.6	1.5	42.0	42.6	3.8	2.7	4.7	5.9	3.3	3.8
North Central.....	52.5	44.1	2.5	2.3	54.6	48.2	1.1	.7	35.2	36.2	2.5	2.7	.7	4.6	5.6	7.6
South.....	38.4	29.0	2.0	2.2	40.2	32.3	1.2	.9	18.4	18.1	.5	.1	3/	1.2	.4	1.3
Mountain-Southwest.....	47.6	40.8	3.1	6.3	49.6	45.3	2.0	1.6	30.0	33.5	3.1	3.7	.8	3.1	4.3	5.2
Pacific.....	52.9	45.5	2.3	2.9	55.7	49.6	1.6	1.8	40.4	42.8	2.6	3.4	.7	4.0	3.7	5.8
Size of community:																
Farm.....	28.1	22.9	1.2	1.0	28.9	24.8	1.0	.9	15.9	14.7	2.0	2.2	.2	1.5	4.2	5.0
City (population):																
Under 10,000.....	46.1	38.2	2.5	1.8	49.1	42.0	1.4	1.5	28.2	28.2	2.5	1.8	.5	2.6	5.4	6.9
10,000-99,999.....	52.1	40.7	1.7	2.7	54.7	47.1	1.3	1.3	33.2	36.4	3.0	2.4	1.9	4.7	3.9	4.9
100,000-499,999.....	56.8	50.1	3.4	3.0	59.7	53.6	1.5	1.2	40.0	42.3	2.7	2.2	1.8	3.8	3.0	4.3
500,000 and over.....	64.7	57.6	4.8	4.4	67.7	62.7	1.7	.9	44.4	44.5	2.4	2.8	3.1	6.2	2.1	3.6
Family income:																
Upper.....	63.0	57.2	3.6	3.6	65.6	61.7	2.2	1.4	43.9	46.5	3.6	3.0	1.3	5.2	3.9	4.6
Upper middle.....	57.4	46.1	2.4	3.1	60.6	50.8	1.1	.9	39.1	37.2	2.6	2.0	2.3	6.1	3.6	4.4
Lower middle.....	48.8	40.0	3.1	2.5	51.0	44.4	1.0	.8	31.7	33.8	1.1	2.3	1.8	2.6	3.8	4.2
Lower.....	36.0	33.0	2.7	1.9	38.3	36.3	1.4	1.5	20.2	21.5	2.5	1.9	1.0	2.2	3.2	6.1
Size of family:																
1 and 2 members.....	45.6	40.9	3.1	2.5	47.8	44.5	1.8	1.7	28.1	29.5	2.4	2.0	.9	2.4	3.6	5.4
3 members.....	52.6	45.6	2.5	3.1	55.9	50.4	1.8	1.0	38.4	38.1	1.7	1.6	1.0	4.1	2.4	3.4
4 and 5 members.....	60.6	51.7	3.8	3.5	63.3	56.8	1.2	.8	39.9	42.9	3.2	2.8	2.8	5.9	3.8	4.7
6 and over.....	42.2	32.8	1.1	1.3	44.6	35.3	.4	.6	26.7	25.2	2.4	3.2	1.7	4.3	5.0	5.8
Presence of children 4/:																
No children.....	46.2	42.1	3.4	2.9	48.7	45.7	1.8	1.6	28.7	30.1	2.2	1.9	.8	2.6	3.1	4.7
Under 6 years only.....	---	56.8	---	2.8	---	61.2	---	.4	---	42.0	---	1.6	---	3.2	---	2.0
6-12 years only.....	---	46.8	---	2.7	---	53.2	---	.3	---	37.0	---	1.6	---	4.6	---	3.2
13-17 years only.....	---	42.4	---	1.9	---	46.1	---	1.1	---	41.0	---	3.2	---	5.9	---	6.2
Multiple-age groups.....	---	44.3	---	2.9	---	48.7	---	1.0	---	38.3	---	3.3	---	6.2	---	6.1
Occupation of family head:																
Executive, professional..	71.0	62.7	4.9	4.7	74.4	68.0	2.1	1.7	50.3	50.9	3.2	2.1	2.7	5.7	3.5	3.9
Clerical, sales, service..	62.4	54.8	3.1	3.3	65.1	60.3	2.0	1.5	42.2	43.4	2.2	3.1	1.3	3.9	2.9	3.3
Craftsman, laborer.....	49.4	41.3	2.5	2.5	52.4	45.5	1.3	.6	32.1	33.9	2.1	2.2	1.8	3.9	3.7	4.8
Farmer.....	27.6	23.2	1.2	1.5	28.5	25.2	1.0	.7	16.8	16.8	2.4	3.0	.2	3.2	5.9	5.4
Unclassified.....	41.9	36.1	3.3	1.7	43.7	39.6	1.1	1.9	24.5	24.0	3.2	1.7	.9	3.0	2.6	6.9
Education of family head:																
Grammar school.....	37.0	30.7	2.2	2.0	38.8	33.8	1.2	.7	22.1	23.3	2.4	2.0	.8	2.5	3.8	5.1
Some high school.....	57.4	48.6	3.2	3.0	60.4	53.4	1.2	1.4	38.3	38.7	2.4	2.5	2.4	4.9	3.8	4.9
Some college.....	69.7	63.3	4.4	4.0	73.2	68.4	2.5	1.6	49.7	50.7	3.0	2.5	1.3	5.4	2.8	4.3
Age of housewife:																
Under 35 years.....	55.2	47.7	2.4	2.5	57.7	53.3	.7	.7	34.5	39.1	1.6	2.8	2.1	4.1	3.4	3.9
35-44 years.....	56.8	47.1	3.5	3.2	59.5	52.1	1.0	1.2	39.6	40.6	2.4	3.1	2.7	5.7	3.9	4.8
45 years and over.....	47.5	41.7	2.9	2.7	50.0	45.1	1.6	1.3	30.7	30.9	2.8	1.8	1.0	3.3	3.5	5.2
Work status of housewife 5/:																
Employed.....	---	44.4	---	3.3	---	48.9	---	1.4	---	35.3	---	2.2	---	3.5	---	4.2
Unemployed.....	---	44.0	---	2.6	---	48.0	---	1.1	---	34.5	---	2.4	---	4.2	---	5.1

1/ Includes purchases of other frozen concentrated juices.

2/ Single-strength juice.

3/ Too few purchases reported for analysis.

4/ Classifications by age of children are mutually exclusive, and hence, are not comparable with 1957 and prior data.

5/ Not available for 1957.

Table 2. CONCENTRATED JUICES AND ADES: Average number of purchases per buying family, April-September 1957 and 1958

Place of residence or family characteristic	Frozen concentrated juices								Concentrated ades							
									Frozen lemon juice 2/				Lemonade			
	Orange		Grapefruit		Total 1/								Frozen		Shelf-pack	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
United States.....	7.9	7.6	2.5	2.5	8.9	8.9	1.6	1.1	3.5	3.3	1.5	1.3	1.8	1.8	2.9	2.5
Geographic region:																
Northeast.....	9.6	9.0	2.5	2.2	10.9	10.7	2.2	.9	3.6	3.3	1.3	1.4	1.8	2.1	2.1	1.9
North Central.....	7.6	7.0	2.4	3.0	8.6	8.5	1.6	3/	3.5	3.2	1.8	1.2	3/	1.4	3.2	2.9
South.....	6.7	7.0	2.4	1.2	7.3	7.6	1.0	3/	3.0	2.7	3/	3/	3/	1.8	3/	1.3
Mountain-Southwest.....	6.8	6.3	1.9	1.3	7.7	7.5	1.9	1.7	3.7	3.7	1.7	1.7	3/	1.5	3.3	3.1
Pacific.....	6.3	6.0	3.3	3.1	7.2	7.1	3/	1.0	3.6	4.0	1.2	1.0	3/	1.6	4.1	3.1
Size of community:																
Farm.....	5.9	5.5	2.2	1.9	6.6	6.2	1.7	3/	2.8	2.8	1.2	1.4	3/	2.1	2.7	2.9
City (population):																
Under 10,000.....	6.4	6.2	2.7	1.8	7.1	7.1	1.2	.8	2.9	2.8	1.6	1.1	3/	1.5	3.6	3.4
10,000-99,999.....	6.7	7.1	2.4	1.9	7.5	7.9	2.3	1.4	3.4	3.2	1.7	1.2	1.2	1.2	2.6	2.2
100,000-499,999.....	7.2	6.9	2.5	2.5	8.3	8.5	1.6	1.2	3.3	3.1	1.1	1.1	1.7	1.4	2.9	2.4
500,000 and over.....	9.0	8.4	2.1	2.8	10.2	10.1	1.4	3/	3.7	3.6	1.5	1.4	1.8	2.0	3.0	2.1
Family income:																
Upper.....	8.4	9.2	2.3	3.0	9.5	10.8	2.0	1.5	3.8	3.5	1.4	1.5	3.5	1.6	3.2	2.2
Upper middle.....	8.3	7.8	2.7	2.4	9.4	9.5	1.6	3/	3.6	3.6	1.7	1.2	1.5	2.1	2.9	3.3
Lower middle.....	8.1	7.3	2.7	2.7	9.4	8.4	1.5	3/	3.4	3.1	1.7	1.0	1.2	1.7	2.6	3.3
Lower.....	7.2	5.7	2.8	2.2	8.1	6.8	1.2	.8	3.5	3.5	1.5	1.4	1.9	1.5	3.1	2.1
Size of family:																
1 and 2 members.....	7.3	6.6	2.8	2.5	8.2	7.6	1.3	.9	3.5	3.2	1.6	1.5	3/	1.5	3.3	2.4
3 members.....	8.0	8.0	2.6	2.8	9.0	9.3	1.4	1.1	3.6	3.5	2.1	1.3	2.6	1.9	2.5	3.0
4 and 5 members.....	9.3	8.9	2.0	2.5	10.7	10.7	2.3	3/	3.9	3.7	1.3	1.1	2.3	2.2	3.4	3.2
6 and over.....	8.6	8.8	6.2	3.3	9.5	10.4	3/	3/	3.6	3.8	1.5	1.1	1.7	1.5	2.7	2.4
Presence of children 4/:																
No children.....	7.4	7.0	2.4	2.5	8.3	8.2	1.4	1.0	3.4	3.2	1.6	1.5	3/	1.5	3.3	2.5
Under 6 years only.....	---	6.6	---	1.9	---	7.9	---	3/	---	3.0	---	1.2	---	1.8	---	4.3
6-12 years only.....	---	8.0	---	1.8	---	9.2	---	3/	---	3.4	---	1.2	---	1.8	---	2.6
13-17 years only.....	---	10.5	---	4.0	---	11.9	---	1.3	---	4.4	---	1.6	---	1.8	---	3.1
Multiple-age groups.....	---	8.4	---	3.0	---	10.3	---	1.3	---	3.6	---	1.0	---	2.2	---	2.8
Occupation of family head:																
Executive, professional..	9.1	9.1	2.2	3.0	10.4	10.7	1.6	1.2	3.9	3.7	1.2	1.2	2.3	2.1	2.9	2.3
Clerical, sales, service..	8.5	8.3	2.8	2.7	9.6	9.8	1.2	.9	3.3	3.1	1.8	1.1	2.3	1.4	3.4	2.5
Craftsman, laborer.....	7.3	6.7	2.9	2.5	8.2	7.8	1.7	3/	3.3	3.1	1.5	1.3	1.5	1.9	2.6	2.7
Farmer.....	5.0	5.4	2.1	1.7	5.8	6.7	1.8	3/	3.5	3.7	1.1	1.5	3/	1.3	2.8	2.9
Unclassified.....	7.4	6.9	2.0	1.6	8.3	8.0	1.5	.9	3.6	3.6	1.7	1.5	3/	1.4	4.3	2.8
Education of family head:																
Grammar school.....	6.6	6.6	2.1	1.9	7.3	7.5	1.3	3/	2.8	3.1	1.3	1.6	3/	1.7	2.1	2.6
Some high school.....	8.5	7.8	3.0	2.8	9.7	9.1	2.1	.9	3.7	3.2	1.7	1.0	2.1	1.9	3.3	2.7
Some college.....	8.6	7.7	2.1	2.7	9.7	9.7	1.5	1.1	4.1	3.6	1.3	1.3	1.7	1.5	4.0	2.0
Age of housewife:																
Under 35 years.....	7.1	6.2	2.1	2.1	8.1	7.5	3/	3/	3.3	3.1	1.4	.9	1.7	1.6	3.5	3.2
35-44 years.....	8.7	8.4	2.2	2.2	9.9	10.1	2.5	1.4	3.6	3.6	1.5	1.1	2.1	2.7	2.0	2.1
45 years and over.....	7.9	7.8	3.0	3.0	8.8	9.1	1.4	1.1	3.6	3.3	1.5	1.6	1.6	1.2	3.3	2.6
Work status of housewife 5/:																
Employed.....	---	7.5	---	3.1	---	8.7	---	1.0	---	3.5	---	1.4	---	1.9	---	2.2
Unemployed.....	---	7.6	---	2.4	---	9.0	---	1.1	---	3.3	---	1.2	---	1.7	---	2.6

1/ Includes purchases of other frozen concentrated juices.

2/ Single-strength juice.

3/ Too few purchases reported for analysis.

4/ See footnote 4, table 1.

5/ Not available for 1957.

Table 3. CONCENTRATED JUICES AND ADES: Average volume of purchases per buying family 1/, April-September 1957 and 1958

Place of residence or family characteristic	Frozen concentrated juices						Frozen lemon juice 3/		Concentrated ades							
	Orange		Grapefruit		Total 2/				Lemonade				Orangeade			
									Frozen		Shelf-pack		Frozen		Shelf-pack	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	5-6 oz. cans	5-6 oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans	6-oz. cans
United States.....	29.7	22.0	6.0	5.8	31.6	24.7	3.0	2.6	13.2	13.4	3.6	3.6	5.5	5.3	8.3	7.3
Geographic region:																
Northeast.....	35.8	26.0	6.2	4.5	38.0	29.7	4.1	2.6	13.2	13.2	2.8	3.4	5.1	6.4	4.3	4.3
North Central.....	29.4	20.7	6.4	6.8	31.1	23.7	2.8	4/	13.0	12.6	4.5	3.4	4/	4.5	10.2	8.3
South.....	25.6	20.1	4.5	3.0	26.7	20.9	2.3	4/	10.9	10.7	4/	4/	4/	4.9	4/	4.3
Mountain-Southwest.....	23.0	17.3	4.3	3.6	24.3	19.6	3.2	3.8	13.2	13.4	4.1	4.5	4/	3.6	10.0	9.4
Pacific.....	23.9	17.9	7.9	7.0	25.2	20.1	1.7	1.7	14.7	18.6	3.2	3.2	4/	4.9	9.6	9.6
Size of community:																
Farm.....	23.0	17.5	3.6	3.6	24.3	19.2	3.0	4/	10.9	13.9	3.0	6.2	4/	6.4	11.1	11.1
City (population):																
Under 10,000.....	22.6	17.3	4.7	3.6	23.5	19.2	2.1	1.9	10.2	11.1	3.4	3.0	4/	4.9	8.7	8.3
10,000-99,999.....	26.0	21.3	7.9	4.9	27.1	22.8	3.6	2.6	13.0	13.7	3.8	4.5	4.1	3.4	5.8	6.2
100,000-499,999.....	27.1	19.6	5.8	6.4	29.0	22.6	3.2	2.3	12.6	12.2	1.9	2.3	4.5	4.1	9.2	6.6
500,000 and over.....	33.9	24.1	5.8	6.0	36.3	27.7	3.0	4/	13.4	13.9	4.7	3.6	5.3	6.0	8.3	5.8
Family income:																
Upper.....	34.6	27.9	6.6	6.4	36.7	30.9	4.1	4.1	15.4	14.9	3.8	4.5	11.9	4.5	11.5	7.7
Upper middle.....	31.6	23.0	6.0	6.0	33.5	26.5	2.6	4/	13.7	14.7	4.5	3.0	3.8	6.8	7.9	8.7
Lower middle.....	28.8	21.1	6.8	6.6	30.5	23.5	3.0	4/	12.2	11.9	3.4	3.4	4.3	4.5	7.5	9.4
Lower.....	23.3	14.3	4.9	4.5	24.5	16.4	1.9	1.5	11.3	12.6	2.8	3.6	3.8	4.9	6.2	4.7
Size of family:																
1 and 2 members.....	23.3	16.2	6.0	5.1	24.5	18.3	2.3	1.7	11.3	11.5	2.8	4.1	4/	4.3	6.8	5.5
3 members.....	29.4	22.2	5.5	7.3	30.7	24.7	2.6	3.6	13.2	13.2	6.2	4.9	5.3	4.9	6.6	6.8
4 and 5 members.....	36.3	27.3	4.7	5.8	38.8	31.1	4.1	4/	15.1	15.4	3.4	3.4	7.3	6.6	10.7	9.8
6 and over.....	41.0	30.7	5/	7.3	42.5	34.8	4/	4/	16.2	18.3	4.3	2.6	6.8	6.0	10.5	9.2
Presence of children 6/:																
No children.....	24.5	17.9	5.3	5.3	25.8	20.3	2.6	2.1	11.3	11.7	3.4	4.3	4/	4.1	7.0	6.0
Under 6 years only.....	---	18.1	---	4.3	---	20.9	---	4/	---	10.7	---	6.2	---	4.3	---	11.7
6-12 years only.....	---	23.9	---	5.5	---	26.2	---	4/	---	13.9	---	3.2	---	5.1	---	6.8
13-17 years only.....	---	31.1	---	12.2	---	33.9	---	3.6	---	18.3	---	4.3	---	4.5	---	7.7
Multiple-age groups.....	---	28.2	---	6.0	---	32.0	---	3.4	---	16.2	---	2.3	---	7.7	---	9.6
Occupation of family head:																
Executive, professional..	37.1	27.7	6.8	6.8	39.3	30.9	3.0	2.8	14.9	14.3	3.2	4.7	6.8	6.6	9.0	8.1
Clerical, sales, service..	30.7	24.1	6.0	6.2	32.6	27.3	1.9	1.3	11.5	12.4	4.7	2.8	5.5	3.4	10.9	6.4
Craftsman, laborer.....	26.9	18.8	6.4	5.8	28.4	21.1	3.4	4/	12.6	12.8	3.8	3.2	4.9	5.5	6.6	6.6
Farmer.....	19.4	17.9	5.3	3.8	21.1	21.5	3.0	4/	14.1	18.6	3.4	6.2	4/	4.5	11.3	11.9
Unclassified.....	25.8	17.5	3.6	3.4	26.9	19.8	2.6	1.7	12.2	13.0	3.0	3.2	4/	4.3	8.3	6.6
Education of family head:																
Grammar school.....	23.5	18.6	4.5	5.1	24.5	20.3	2.1	4/	10.2	11.9	3.4	4.5	4/	4.9	6.6	8.1
Some high school.....	31.8	22.2	7.5	6.4	33.9	25.0	3.6	1.9	14.1	13.4	3.8	3.0	6.4	5.8	8.7	7.7
Some college.....	34.6	23.7	2.3	5.3	36.3	27.3	3.2	2.3	14.9	14.3	3.2	4.1	5.3	4.3	11.5	4.5
Age of housewife:																
Under 35 years.....	28.6	18.8	7.5	3.8	30.5	21.5	4/	4/	12.4	12.2	3.6	3.0	4.7	4.7	11.7	9.8
35-44 years.....	33.9	26.0	5.5	5.8	36.3	29.7	5.1	3.8	14.7	15.8	3.2	3.0	7.5	8.5	6.6	6.2
45 years and over.....	27.9	21.3	6.0	6.6	29.4	23.7	2.6	2.3	12.8	12.8	3.8	4.5	3.4	3.4	7.9	7.0
Work status of housewife 5/:																
Employed.....	---	20.7	---	6.6	---	23.0	---	2.6	---	14.1	---	3.4	---	5.1	---	5.3
Unemployed.....	---	22.4	---	5.5	---	25.4	---	2.6	---	13.4	---	3.6	---	5.3	---	7.9

1/ Equivalent containers of specified size.

2/ Includes purchases of other frozen concentrated juices.

3/ Single-strength juice.

4/ Too few purchases reported for analysis.

5/ Not available for 1957.

6/ See footnote 4, table 1.

Table 4. CONCENTRATED JUICES AND ADES: Average prices paid by household consumers per 6-ounce can, April-September 1957 and 1958

Place of residence or family characteristic	Frozen concentrated juices						Concentrated ades							
					Frozen lemon juice 1/		Lemonade				Orangeade			
	Orange		Grapefruit				Frozen		Shelf-pack		Frozen		Shelf-pack	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	14.2	23.7	14.7	17.9	13.5	13.1	11.1	10.4	13.7	13.7	13.6	14.4	16.9	18.2
Geographic region:														
Northeast.....	14.1	23.8	14.3	17.8	13.4	12.5	11.4	10.6	14.1	12.9	13.2	15.2	16.2	17.1
North Central.....	14.0	23.7	15.4	17.3	13.9	2/	11.3	10.4	12.3	12.0	2/	13.2	17.0	18.6
South.....	14.0	23.5	14.3	18.5	13.9	2/	11.7	11.4	2/	2/	2/	15.2	2/	17.1
Mountain-Southwest.....	15.0	25.1	14.1	19.3	14.0	13.2	11.7	11.0	13.8	14.1	2/	14.0	16.8	17.0
Pacific.....	14.7	22.8	15.2	17.0	11.5	11.8	10.1	9.5	16.0	16.0	2/	14.1	17.3	18.7
Size of community:														
Farm.....	15.1	23.9	15.7	18.6	14.0	2/	12.0	11.1	15.6	14.3	2/	14.3	17.3	19.4
City (population):														
Under 10,000.....	14.9	24.3	15.3	17.4	14.3	14.6	11.9	11.1	13.7	13.9	2/	14.6	17.0	17.8
10,000-99,999.....	14.3	23.9	13.8	18.8	13.5	12.3	11.1	10.5	13.8	14.5	15.7	13.7	17.3	18.1
100,000-499,999.....	14.2	23.8	14.8	19.0	14.8	12.7	11.3	10.6	14.4	13.2	13.9	13.9	16.6	18.4
500,000 and over.....	13.9	23.4	14.6	17.0	11.9	2/	10.7	9.9	12.7	12.7	12.8	14.7	16.1	16.8
Family income:														
Upper.....	14.4	23.9	14.8	18.0	13.5	12.9	11.1	10.4	14.0	12.9	13.0	14.6	17.0	19.0
Upper middle.....	14.2	23.3	14.2	17.5	13.1	2/	11.0	10.4	13.6	14.8	13.9	14.3	16.6	17.8
Lower middle.....	14.1	24.0	15.0	17.9	12.4	2/	11.2	10.4	12.2	14.1	14.7	14.2	16.9	18.1
Lower.....	14.3	23.5	14.5	18.2	14.7	11.8	11.2	10.2	14.4	13.3	13.2	14.1	17.3	17.6
Size of family:														
1 and 2 members.....	14.4	24.2	15.1	16.8	13.6	13.2	11.2	10.4	14.7	13.5	2/	13.8	16.6	17.9
3 members.....	14.2	23.7	15.2	18.3	14.7	13.4	11.3	10.3	12.7	12.6	14.8	14.4	17.2	18.5
4 and 5 members.....	14.3	23.6	14.0	17.7	13.1	2/	11.1	10.4	14.1	14.3	12.9	15.1	17.4	18.5
6 and over.....	13.7	23.2	15.1	20.2	2/	2/	10.9	10.3	13.0	13.4	14.9	12.4	16.3	17.8
Presence of children 3/:														
No children.....	14.5	24.2	14.9	17.6	13.7	12.9	11.2	10.5	14.4	13.0	2/	14.4	16.5	17.9
Under 6 years only.....	---	23.7	---	16.5	---	2/	---	9.8	---	15.5	---	14.5	---	17.8
6-12 years only.....	---	23.1	---	18.5	---	2/	---	10.4	---	11.6	---	14.3	---	17.1
13-17 years only.....	---	23.9	---	17.5	---	13.3	---	10.5	---	13.6	---	14.5	---	17.7
Multiple-age groups.....	---	23.4	---	18.7	---	12.5	---	10.4	---	13.9	---	14.4	---	18.7
Occupation of family head:														
Executive, professional..	14.2	23.9	13.9	18.1	13.8	13.5	11.2	10.4	13.2	14.8	13.1	14.8	16.5	18.0
Clerical, sales, service..	14.6	23.8	15.3	18.4	14.3	13.9	11.3	10.2	14.1	12.5	14.4	14.6	16.9	17.1
Craftsman, laborer.....	14.0	23.4	15.0	17.6	12.8	2/	11.0	10.4	12.9	12.8	13.9	14.1	17.0	17.8
Farmer.....	15.3	23.5	14.6	18.8	14.2	2/	11.7	10.8	16.1	14.3	2/	13.8	17.2	19.8
Unclassified.....	14.6	24.2	16.0	16.3	13.9	13.6	11.0	10.3	14.4	14.4	2/	14.0	16.9	17.7
Education of family head:														
Grammar school.....	14.5	23.7	14.7	16.5	13.9	2/	11.2	10.5	13.4	13.4	2/	13.7	17.1	17.5
Some high school.....	14.3	23.8	14.7	18.3	13.4	13.2	11.2	10.4	14.3	14.0	13.7	14.8	16.9	18.2
Some college.....	14.0	23.5	14.8	18.1	13.3	13.5	11.0	10.3	13.2	13.3	13.4	13.9	16.6	21.1
Age of housewife:														
Under 35 years.....	14.0	23.4	13.4	17.4	2/	2/	11.2	10.3	13.6	14.4	13.7	14.7	17.2	18.2
35-44 years.....	14.3	23.5	15.2	17.9	12.2	13.0	11.1	10.4	14.0	13.0	13.7	14.5	16.7	18.3
45 years and over.....	14.4	24.0	15.2	18.0	13.9	12.7	11.1	10.4	13.7	13.5	13.4	13.8	16.9	18.1
Work status of housewife 4/:														
Employed.....	---	23.9	---	17.0	---	11.8	---	10.5	---	14.3	---	14.6	---	17.6
Unemployed.....	---	23.6	---	18.3	---	13.7	---	10.3	---	13.5	---	14.3	---	18.3

1/ Single-strength juice. Price paid is for 5- or 6-ounce containers.

2/ Too few purchases reported for analysis.

3/ See footnote 4, table 1.

4/ Not available for 1957.

Table 5. CONCENTRATED JUICES AND ADES: Purchases per 1,000 persons ^{1/}, April-September 1957 and 1958

Place of residence or family characteristic	Frozen concentrated juices						Frozen lemon juice 3/	Concentrated ades								
	Orange		Grapefruit		Total 2/			Lemonade				Orangeade				
								Frozen		Shelf-pack		Frozen		Shelf-pack		
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.	Gals.
United States.....	216	137	2	2	240	169	1	4/	63	66	1	1	1	3	4	5
Geographic region:																
Northeast.....	315	213	4	3	356	264	1	1	81	82	2	1	4	6	2	2
North Central.....	226	134	2	2	249	168	4/	4/	67	66	2	1	4/	3	8	9
South.....	121	71	1	1	131	82	4/	4/	24	24	4/	4/	4/	1	4/	1
Mountain-Southwest.....	158	103	2	3	175	130	1	1	57	66	2	2	4/	2	6	7
Pacific.....	203	131	3	3	226	161	4/	4/	96	128	1	2	4/	3	6	9
Size of community:																
Farm.....	77	48	4/	4/	83	57	4/	4/	20	24	1	2	4/	1	6	7
City (population):																
Under 10,000.....	149	94	2	1	164	114	4/	4/	42	44	1	1	4/	2	7	8
10,000-99,999.....	201	129	2	2	221	159	1	4/	65	74	2	2	1	2	3	4
100,000-499,999.....	224	243	3	3	253	177	1	4/	74	76	1	1	1	2	4	4
500,000 and over.....	322	204	4	4	359	253	1	4/	87	91	2	2	2	5	3	3
Family income:																
Upper.....	281	207	3	3	310	247	1	1	86	90	2	2	2	3	6	5
Upper middle.....	239	136	2	2	268	174	4/	4/	70	70	2	1	1	5	4	5
Lower middle.....	192	116	3	2	214	144	4/	4/	52	56	4/	1	1	2	4	6
Lower.....	144	83	2	2	161	104	4/	4/	40	47	1	1	1	2	3	5
Size of family:																
1 and 2 members.....	273	172	5	3	303	210	1	1	81	87	2	2	4/	3	6	8
3 members.....	242	158	2	4	268	195	1	1	80	79	2	1	1	3	2	4
4 and 5 members.....	234	151	2	2	262	188	4/	4/	64	71	1	1	2	4	4	5
6 and over.....	114	67	2	1	125	82	4/	4/	29	31	1	4/	1	2	4	4
Presence of children 5/:																
No children.....	261	169	4	4	290	207	1	1	75	80	2	2	4/	2	5	6
Under 6 years only.....	---	129	---	2	---	161	---	4/	---	57	---	1	---	2	---	3
6-12 years only.....	---	138	---	2	---	173	---	4/	---	63	---	1	---	3	---	3
13-17 years only.....	---	172	---	3	---	203	---	4/	---	98	---	2	---	3	---	6
Multiple-age groups.....	---	103	---	1	---	128	---	4/	---	51	---	1	---	4	---	5
Occupation of family head:																
Executive, professional..	381	248	5	4	422	300	1	1	108	104	1	1	3	5	4	5
Clerical, sales, service..	303	208	3	3	337	259	1	4/	77	85	2	1	1	2	5	3
Craftsman, laborer.....	171	100	2	2	192	123	1	4/	52	55	1	1	1	3	3	4
Farmer.....	63	49	1	1	71	64	4/	4/	28	37	1	2	4/	2	8	8
Unclassified.....	222	128	2	1	242	160	1	1	61	64	2	1	4/	3	4	9
Education of family head:																
Grammar school.....	122	79	1	1	134	96	4/	4/	32	39	1	1	4/	2	4	6
Some high school.....	256	152	3	3	288	187	1	4/	76	74	1	1	2	4	5	5
Some college.....	358	224	3	3	394	280	1	1	110	108	2	2	1	4	5	3
Age of housewife:																
Under 35 years.....	175	105	2	1	195	134	4/	4/	47	56	1	1	1	2	4	4
35-44 years.....	218	134	2	2	245	169	1	4/	66	70	1	1	2	5	3	3
45 years and over.....	241	160	3	3	266	192	1	4/	71	71	2	2	1	2	5	6
Work status of housewife 6/:																
Employed.....	---	154	---	4	---	189	---	1	---	83	---	1	---	3	---	4
Unemployed.....	---	132	---	2	---	164	---	4/	---	62	---	1	---	3	---	5

^{1/} These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

^{2/} Includes purchases of other frozen concentrated juices.

^{3/} Single-strength juice.

^{4/} Too few purchases reported for analysis.

^{5/} See footnote 4, table 1.

^{6/} Not available for 1957.

Table 6. SINGLE-STRENGTH JUICES AND ADES: Percentage of families buying, April-September 1957 and 1958

Place of residence or family characteristic	Canned juices												Canned orangeade		Chilled orange juice	
	Orange		Grapefruit		Lemon		Prune		Tomato		Total 1/		1957	1958	1957	1958
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958				
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
United States.....	27.2	28.8	21.5	19.7	12.0	12.8	17.3	16.6	41.9	42.1	79.9	80.3	13.5	14.5	7.0	8.8
Geographic region:																
Northeast.....	25.4	28.0	21.4	21.0	14.3	15.8	26.9	26.2	47.6	46.1	84.7	88.5	9.1	9.5	12.1	15.4
North Central.....	27.1	27.7	19.7	17.1	13.4	13.7	13.2	11.7	39.5	42.4	77.6	76.9	16.0	19.1	5.6	6.9
South.....	34.1	34.4	23.8	19.0	7.3	7.1	12.8	13.1	31.8	30.5	73.2	71.7	12.2	13.9	5.7	6.0
Mountain-Southwest.....	25.4	28.5	23.9	21.5	7.6	9.4	15.8	14.7	46.3	46.1	82.4	79.3	18.1	15.4	3.1	3.9
Pacific.....	21.3	24.0	20.0	23.5	15.3	16.4	16.5	15.9	49.2	49.6	85.2	86.8	14.8	13.5	5.3	8.3
Size of community:																
Farm.....	33.1	34.1	19.1	15.8	6.5	7.0	9.5	9.6	29.9	26.5	67.2	64.7	17.4	17.5	3.2	3.8
City (population):																
Under 10,000.....	31.6	32.0	19.7	18.6	9.8	10.7	14.1	12.4	36.3	38.5	77.2	78.6	15.2	15.8	4.9	5.7
10,000-99,999.....	28.0	27.5	23.0	19.3	13.2	12.0	16.3	16.7	44.7	42.4	81.3	79.3	16.1	16.4	7.8	9.5
100,000-499,999.....	24.8	26.5	22.1	19.8	11.6	14.6	17.8	16.3	42.5	44.0	82.5	83.1	13.2	15.7	5.9	6.7
500,000 and over.....	21.4	25.7	23.1	22.8	16.7	16.8	24.6	23.8	51.5	52.0	87.3	88.6	8.7	10.0	11.1	15.0
Family income:																
Upper.....	26.0	27.6	23.1	21.8	14.4	16.0	18.1	18.9	50.7	52.7	85.0	87.4	14.4	14.8	8.0	10.3
Upper middle.....	26.5	29.9	18.1	19.0	13.2	10.8	18.0	16.5	43.3	43.4	81.6	80.8	13.0	14.5	6.9	8.5
Lower middle.....	28.7	28.3	20.7	17.6	11.4	12.3	18.3	18.1	40.6	40.0	79.6	78.7	13.1	15.0	8.1	9.7
Lower.....	27.8	29.4	23.9	20.2	9.1	12.0	14.9	13.1	33.1	32.6	73.8	74.4	13.7	13.5	5.0	6.9
Size of family:																
1 and 2 members.....	24.9	26.9	24.0	21.7	12.8	13.1	18.2	15.9	36.2	39.0	78.2	79.5	10.0	11.2	5.5	8.6
3 members.....	25.4	29.1	22.3	17.6	13.2	14.1	17.1	18.2	43.3	40.2	80.6	79.8	14.7	13.0	7.9	8.2
4 and 5 members.....	28.1	28.7	19.2	18.9	10.9	12.1	17.5	17.7	47.5	47.7	83.4	83.5	13.9	18.2	8.9	10.9
6 and over.....	35.1	34.5	18.1	18.7	10.6	11.4	14.4	13.6	42.2	41.4	75.6	75.6	21.1	17.7	5.0	5.4
Presence of children 2/:																
No children.....	25.3	26.8	24.2	21.7	12.5	13.5	18.2	17.0	37.1	39.8	78.2	80.0	10.2	11.2	5.7	8.5
Under 6 years only.....	---	38.8	---	16.0	---	10.8	---	20.8	---	44.8	---	82.8	---	17.6	---	11.2
6-12 years only.....	---	26.5	---	17.0	---	11.9	---	14.6	---	42.2	---	76.2	---	16.5	---	9.7
13-17 years only.....	---	28.7	---	18.8	---	14.5	---	16.6	---	44.0	---	82.3	---	14.5	---	8.0
Multiple-age groups.....	---	31.0	---	18.2	---	11.7	---	15.4	---	45.4	---	81.1	---	19.0	---	8.8
Occupation of family head:																
Executive, professional.....	21.2	29.2	21.5	22.6	16.8	13.7	19.3	20.2	54.1	53.8	88.4	88.0	10.4	11.4	9.8	11.2
Clerical, sales, service.....	21.3	24.8	21.3	21.5	14.0	14.7	21.3	19.5	46.2	50.7	84.4	84.2	8.7	11.6	8.0	10.3
Craftsman, laborer.....	30.0	29.7	20.3	18.0	11.6	13.1	18.4	17.1	41.8	42.4	80.5	80.6	16.3	16.4	7.7	9.6
Farmer.....	30.5	29.6	17.8	16.0	6.1	6.4	8.5	8.4	30.2	24.7	64.6	62.7	16.6	17.8	1.7	2.7
Unclassified.....	28.7	28.5	27.3	21.9	10.4	13.7	15.0	14.5	33.5	33.6	76.4	79.5	10.9	12.8	4.8	7.1
Education of family head:																
Grammar school.....	31.8	29.0	23.6	20.9	9.3	10.5	15.9	14.7	33.6	34.6	74.9	73.3	15.1	16.0	5.8	6.5
Some high school.....	25.5	29.1	19.4	18.3	13.1	13.8	18.0	18.2	45.5	44.2	81.6	83.4	13.0	14.1	7.2	10.2
Some college.....	20.6	27.6	21.5	20.4	15.8	15.6	18.8	17.0	52.8	54.0	88.0	88.5	11.2	11.9	9.2	10.7
Age of housewife:																
Under 35 years.....	27.5	31.7	14.5	14.4	10.2	10.6	13.0	15.5	42.8	45.0	76.4	78.1	12.4	16.1	7.5	10.4
35-44 years.....	26.3	28.8	18.3	17.6	12.2	12.0	19.9	19.0	46.7	45.8	81.7	83.0	18.0	17.4	7.3	8.3
45 years and over.....	27.6	27.9	25.1	22.3	12.5	13.8	17.5	16.0	39.5	39.7	80.3	79.9	12.0	12.7	6.7	8.5
Work status of housewife 3/:																
Employed.....	---	27.7	---	20.1	---	11.8	---	18.3	---	44.2	---	81.0	---	12.0	---	9.1
Unemployed.....	---	29.2	---	19.6	---	13.1	---	16.0	---	41.5	---	80.1	---	15.3	---	8.7

1/ Includes purchases of other canned juices.

2/ See footnote 4, table 1.

3/ Not available for 1957.

Table 7. SINGLE-STRENGTH JUICES AND ADES: Average number of purchases per buying family, April-September 1957 and 1958

Place of residence or family characteristic	Canned juices												Canned orangeade		Chilled orange juice	
	Orange		Grapefruit		Lemon		Prune		Tomato		Total 1/					
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.	No.
United States.....	3.7	4.2	3.5	3.4	2.2	2.1	5.1	4.9	4.1	4.0	10.3	10.9	3.1	2.8	10.4	9.1
Geographic region:																
Northeast.....	3.5	3.9	3.8	3.4	2.6	2.1	6.0	5.8	5.0	4.9	13.8	13.5	2.5	2.2	13.2	10.2
North Central.....	3.4	4.1	2.9	3.1	1.7	1.8	4.2	4.1	3.6	3.5	8.1	9.2	2.9	2.8	8.4	10.2
South.....	4.4	4.8	3.8	4.1	1.8	2.2	5.1	4.7	3.8	3.9	9.3	9.9	4.6	3.2	8.6	7.0
Mountain-Southwest.....	4.2	4.2	3.9	3.1	2.8	2.1	4.2	4.1	3.7	3.4	9.2	9.7	3.4	3.0	5.1	5.6
Pacific.....	2.9	3.0	3.7	3.0	2.4	2.3	3.6	3.6	3.7	3.4	9.4	10.1	2.7	2.9	4.2	4.0
Size of community:																
Farm.....	3.8	4.1	3.0	3.4	2.2	1.9	3.6	3.4	3.0	3.2	7.3	8.3	2.9	2.9	6.6	3.5
City (population):																
Under 10,000.....	4.2	4.8	3.8	3.6	1.6	1.6	4.1	4.7	3.8	3.4	8.6	9.1	3.4	3.2	11.8	8.1
10,000-99,999.....	3.3	3.4	3.6	3.3	1.9	2.1	4.4	4.0	3.9	4.0	9.1	9.7	3.4	2.7	6.7	5.2
100,000-499,999.....	4.0	4.8	3.1	3.0	2.2	1.7	5.4	4.9	3.8	3.5	9.1	10.1	3.6	3.0	8.3	9.5
500,000 and over.....	3.7	3.9	3.8	3.5	2.4	2.3	5.2	5.2	4.5	4.5	13.0	13.2	2.7	2.5	11.2	9.8
Family income:																
Upper.....	3.5	3.7	3.6	3.2	2.2	2.1	5.3	4.9	4.5	4.4	11.9	12.0	2.4	2.8	9.0	9.7
Upper middle.....	4.0	4.9	3.5	3.4	2.2	2.2	5.0	4.8	3.8	4.0	10.1	11.6	3.9	2.7	11.7	8.7
Lower middle.....	3.5	3.5	3.4	3.3	2.0	1.9	5.3	4.9	4.4	3.9	9.8	10.2	2.9	3.1	13.1	9.1
Lower.....	3.9	4.5	3.6	3.8	2.7	2.2	4.9	5.3	3.7	3.6	9.5	9.9	3.3	2.6	7.6	8.9
Size of family:																
1 and 2 members.....	3.6	3.6	3.6	3.6	2.1	2.0	4.8	4.9	4.2	3.8	10.0	10.2	2.5	2.2	9.0	8.3
3 members.....	3.8	4.3	3.1	3.2	2.4	2.3	6.3	5.5	4.0	4.0	10.2	11.0	3.0	2.6	13.5	10.2
4 and 5 members.....	4.0	4.6	3.3	3.1	2.4	2.1	4.6	4.6	4.3	4.3	10.8	11.8	3.7	3.3	11.2	10.3
6 and over.....	4.0	5.3	4.4	3.6	1.8	1.7	5.1	4.1	4.2	4.3	10.9	11.7	4.2	3.8	6.9	7.0
Presence of children 2/:																
No children.....	3.7	3.7	3.8	3.6	2.2	2.1	5.2	5.2	4.3	3.9	10.3	10.6	2.5	2.3	8.9	9.1
Under 6 years only.....	---	4.8	---	3.0	---	1.6	---	2.5	---	3.3	---	10.5	---	1.9	---	6.7
6-12 years only.....	---	4.3	---	3.0	---	2.0	---	5.4	---	4.0	---	11.2	---	3.1	---	9.4
13-17 years only.....	---	3.9	---	3.5	---	2.8	---	7.2	---	4.9	---	11.4	---	3.2	---	9.4
Multiple-age groups.....	---	4.9	---	3.2	---	1.9	---	3.9	---	4.2	---	11.4	---	3.8	---	10.1
Occupation of family head:																
Executive, professional...	3.9	3.6	3.8	3.3	2.0	2.0	5.1	4.1	4.4	4.7	11.7	12.3	3.3	2.8	13.9	10.0
Clerical, sales, service...	3.1	4.1	2.7	3.1	2.1	2.3	4.9	4.7	3.9	3.5	10.0	11.2	2.5	2.3	10.0	8.7
Craftsman, laborer.....	3.5	4.4	3.7	3.3	2.1	1.9	5.2	5.4	4.0	3.8	10.0	10.5	3.4	3.0	9.1	8.8
Farmer.....	3.2	3.5	3.0	2.9	2.3	2.4	3.4	4.7	3.0	3.1	6.9	7.6	2.5	2.7	5.0	2.1
Unclassified.....	5.0	4.8	4.0	4.2	3.2	2.2	5.0	4.7	4.7	3.9	11.0	11.0	2.9	2.5	8.7	8.7
Education of family head:																
Grammar school.....	3.4	4.3	3.6	3.9	1.9	1.9	5.1	5.7	4.2	4.1	9.3	10.7	3.2	3.2	9.9	9.5
Some high school.....	4.1	4.3	3.5	3.0	2.7	2.3	5.4	4.7	4.1	3.8	10.8	10.6	3.2	2.6	10.9	8.8
Some college.....	3.7	3.5	3.4	3.4	1.9	1.8	4.5	4.0	4.0	3.9	10.9	11.4	2.6	2.2	10.2	8.7
Age of housewife:																
Under 35 years.....	4.1	4.9	3.2	3.1	2.1	1.5	3.7	2.8	3.3	3.2	9.0	10.1	4.2	2.4	11.3	7.6
35-44 years.....	3.2	3.8	3.0	2.7	1.7	2.0	4.9	4.7	4.1	4.0	10.0	10.6	3.0	3.6	9.0	8.9
45 years and over.....	3.8	4.0	3.9	3.8	2.5	2.3	5.7	5.9	4.4	4.3	10.8	11.3	2.8	2.5	10.5	9.8
Work status of housewife 3/:																
Employed.....	---	4.3	---	3.2	---	2.4	---	4.4	---	3.8	---	10.7	---	2.6	---	8.9
Unemployed.....	---	4.1	---	3.5	---	2.0	---	5.1	---	4.0	---	10.9	---	2.8	---	9.1

^{1/} Includes purchases of other canned juices.^{2/} See footnote 4, table 1.^{3/} Not available for 1957.

Table 8. SINGLE-STRENGTH JUICES AND ADES: Average volume of purchases per buying family 1/, April-September 1957 and 1958

Place of residence or family characteristic	Canned juices												Canned orangeade		Chilled orange juice	
	Orange		Grapefruit		Lemon		Prune		Tomato		Total 2/		1957	1958	1957	1958
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958				
	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans	5½-6- ounce cans	5½-6- ounce cans	Quart bot- tles	Quart bot- tles	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans	46- ounce cans	Quart car- tons	Quart car- tons
United States.....	4.7	5.3	5.0	4.5	6.3	6.3	6.5	6.2	5.2	4.8	11.6	12.4	5.1	4.5	13.0	10.8
Geographic region:																
Northeast.....	4.8	5.6	5.2	4.5	7.9	7.1	7.6	7.4	5.7	5.4	15.1	15.3	3.5	3.3	16.6	12.5
North Central.....	4.4	5.2	4.4	4.0	5.5	6.3	5.3	4.6	4.8	4.4	9.7	10.8	4.9	4.5	10.6	11.8
South.....	5.4	6.0	5.1	5.6	4.7	5.5	6.1	5.9	4.3	4.3	10.2	11.0	6.9	5.1	10.8	8.8
Mountain-Southwest.....	4.9	4.9	5.2	4.0	6.3	4.7	5.9	5.9	4.3	3.9	10.0	10.4	5.5	4.6	6.0	5.9
Pacific.....	3.5	3.0	5.1	3.9	5.5	5.5	4.6	4.6	5.7	5.3	11.5	12.5	5.4	5.6	4.5	4.2
Size of community:																
Farm.....	5.1	5.4	4.1	4.4	6.3	5.5	4.3	4.3	3.8	4.2	8.8	10.2	5.0	4.6	8.0	4.4
City (population):																
Under 10,000.....	5.4	6.0	5.3	4.7	3.9	4.7	4.9	5.7	4.7	3.9	9.9	10.6	5.6	5.0	15.4	9.9
10,000-99,999.....	3.9	4.2	5.4	5.0	4.7	5.5	5.3	4.9	5.3	5.2	10.8	11.6	6.0	4.6	7.8	5.6
100,000-499,999.....	5.2	5.9	4.1	3.9	5.5	4.7	7.4	6.9	4.8	4.1	10.3	11.2	5.8	5.2	10.7	11.0
500,000 and over.....	4.6	4.9	5.2	4.4	7.9	7.9	6.8	6.3	5.4	5.2	14.1	14.7	4.1	3.5	13.9	12.0
Family income:																
Upper.....	5.1	5.4	5.3	4.4	7.1	6.3	7.7	6.2	6.0	5.4	14.4	14.4	3.9	4.7	11.4	11.7
Upper middle.....	5.1	6.0	5.0	4.6	6.3	7.1	5.9	6.6	4.8	4.7	11.3	13.2	6.9	4.4	14.2	10.4
Lower middle.....	3.8	4.1	4.6	4.5	5.5	5.5	6.3	5.9	5.2	4.8	10.6	11.7	4.8	5.3	15.6	10.3
Lower.....	5.1	5.4	4.9	4.5	7.1	6.3	5.9	6.5	4.5	4.1	10.6	10.6	5.0	3.7	10.8	11.0
Size of family:																
1 and 2 members.....	4.4	4.1	4.8	4.5	5.5	5.5	5.9	6.3	5.0	4.4	10.8	11.0	3.7	3.3	10.9	9.4
3 members.....	4.4	5.1	4.4	4.6	7.1	7.1	7.8	6.6	4.9	4.6	11.3	12.2	4.5	4.1	17.5	11.8
4 and 5 members.....	4.8	5.6	4.4	3.9	7.1	6.3	5.9	6.1	5.2	5.1	12.0	13.5	6.0	5.4	14.0	12.8
6 and over.....	6.1	8.4	7.5	5.4	5.5	5.5	7.0	5.1	6.5	6.2	15.3	16.2	7.8	6.6	8.8	8.7
Presence of children 3/:																
No children.....	4.8	4.4	5.1	4.8	6.3	6.3	6.9	7.2	5.3	4.6	11.6	11.8	3.8	3.4	11.4	10.3
Under 6 years only.....	---	4.4	---	3.7	---	3.9	---	3.0	---	3.7	---	10.5	---	2.8	---	8.2
6-12 years only.....	---	5.6	---	4.3	---	6.3	---	6.5	---	4.7	---	12.6	---	5.3	---	11.2
13-17 years only.....	---	5.4	---	4.2	---	9.4	---	8.5	---	5.8	---	13.3	---	5.1	---	10.5
Multiple-age groups.....	---	7.1	---	4.1	---	6.3	---	4.6	---	5.4	---	14.3	---	6.4	---	13.0
Occupation of family head:																
Executive, professional..	5.2	4.4	5.0	4.1	5.5	5.5	6.6	5.0	5.4	5.4	13.1	14.0	5.8	4.7	17.9	11.4
Clerical, sales, service..	3.6	5.4	3.4	4.3	6.3	7.1	6.3	6.2	4.6	3.9	10.5	12.1	4.8	3.9	12.6	10.8
Craftsman, laborer.....	4.3	5.4	5.3	4.3	6.3	5.5	6.2	6.3	5.0	4.7	11.3	11.9	5.4	4.8	11.0	10.8
Farmer.....	4.7	4.9	4.4	3.8	7.1	6.3	4.0	6.8	4.3	4.1	9.1	9.6	4.3	4.6	5.7	2.8
Unclassified.....	6.4	5.8	5.6	5.6	8.6	7.1	7.4	7.0	5.8	4.9	12.8	12.9	4.4	3.5	11.4	10.0
Education of family head:																
Grammar school.....	4.5	5.6	5.2	5.2	5.5	5.5	6.8	7.4	5.4	5.1	11.2	12.6	5.2	4.7	12.2	12.1
Some high school.....	5.4	5.5	4.9	3.9	7.9	7.1	6.6	5.9	5.1	4.6	12.0	12.1	5.3	4.4	13.0	10.2
Some college.....	3.8	3.9	4.3	4.3	5.5	4.7	5.7	4.7	5.0	4.6	11.9	12.7	4.2	4.0	14.5	10.2
Age of housewife:																
Under 35 years.....	4.1	5.1	4.0	3.9	5.5	3.9	5.0	3.1	3.7	3.6	9.5	10.7	7.1	3.9	14.1	9.2
35-44 years.....	4.6	5.8	4.5	3.6	5.5	6.3	5.7	5.8	5.4	5.3	12.0	13.1	5.3	6.2	11.7	11.0
45 years and over.....	5.0	5.1	5.4	5.1	7.1	7.1	7.4	8.0	5.5	5.2	12.3	12.9	4.2	3.9	13.0	11.4
Work status of housewife 4/:																
Employed.....	---	5.5	---	4.1	---	7.1	---	5.5	---	4.7	---	12.1	---	4.4	---	10.5
Unemployed.....	---	5.2	---	4.6	---	6.3	---	6.5	---	4.8	---	12.5	---	4.5	---	11.0

1/ Equivalent containers of specified size.

2/ Includes purchases of other canned juices.

3/ See footnote 4, table 1.

4/ Not available for 1957.

Table 9. SINGLE-STRENGTH JUICES AND ADES: Average prices paid by household consumers, April-September 1957 and 1958

Place of residence or family characteristic	Canned juices										Canned orangeade		Chilled orange juice ¹	
	Orange (46-oz. can)		Grapefruit (46-oz. can)		Lemon (5½-6-oz. container)		Prune (32-oz. bottle)		Tomato (46-oz. can)		(46-oz. can)		(32-oz. carton)	
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	31.6	34.9	27.4	31.7	10.6	10.4	32.8	34.0	26.6	28.7	27.0	28.0	35.2	40.8
Geographic region:														
Northeast.....	30.3	33.9	26.9	31.3	10.6	10.1	31.0	31.5	28.1	30.1	27.7	28.4	34.2	41.2
North Central.....	31.0	35.3	26.8	31.7	11.0	11.0	34.9	36.6	26.7	29.4	26.7	28.0	36.6	40.4
South.....	31.1	33.5	27.2	30.7	11.0	10.0	33.3	34.9	28.4	31.1	27.7	28.6	35.0	38.0
Mountain-Southwest.....	34.0	36.9	27.4	32.2	11.5	12.3	35.3	37.3	28.7	30.1	26.9	28.2	34.7	37.2
Pacific.....	36.2	39.5	29.6	33.5	10.1	9.8	32.5	34.6	22.8	24.3	26.3	27.1	43.0	46.0
Size of community:														
Farm.....	31.9	34.8	28.0	32.4	10.9	10.7	35.3	36.4	28.1	30.5	27.1	28.5	36.3	38.3
City (population):														
Under 10,000.....	31.9	35.6	28.1	31.4	10.9	11.0	35.2	35.4	27.8	30.2	27.7	28.2	35.5	39.5
10,000-99,999.....	31.5	34.6	26.9	32.0	12.5	10.7	33.6	35.2	26.5	28.4	26.5	28.0	36.6	42.5
100,000-499,999.....	31.0	34.5	26.8	31.4	10.7	10.7	32.9	34.4	26.5	28.5	26.7	27.5	34.9	39.5
500,000 and over.....	31.3	34.3	27.3	31.7	9.8	9.9	31.2	32.0	25.5	27.6	26.5	28.1	34.7	41.4
Family income:														
Upper.....	30.9	34.8	27.3	31.7	10.6	10.4	32.5	33.9	26.5	28.6	27.1	28.1	35.4	41.0
Upper middle.....	31.5	34.4	26.8	31.9	10.9	10.0	33.1	33.8	26.1	28.7	26.9	28.0	36.3	39.8
Lower middle.....	31.8	35.6	27.4	31.7	11.5	10.8	32.7	34.1	27.0	28.8	26.9	27.7	34.7	40.1
Lower.....	32.3	34.8	28.0	31.6	10.2	10.3	33.2	34.1	27.0	28.7	27.1	28.4	34.6	42.2
Size of family:														
1 and 2 members.....	32.8	35.9	27.8	32.1	10.4	10.4	33.8	34.5	26.6	28.2	27.2	27.9	35.7	41.6
3 members.....	31.8	35.7	27.9	31.8	11.2	9.9	32.5	34.5	27.3	28.5	27.1	27.9	34.5	40.8
4 and 5 members.....	31.0	34.6	26.9	31.5	10.6	10.5	32.5	33.1	26.6	29.0	26.8	28.2	35.0	40.7
6 and over.....	30.8	33.5	26.9	31.0	10.4	10.7	31.7	33.0	26.4	28.8	27.0	28.0	36.6	38.2
Presence of children 1/:														
No children.....	32.3	35.7	27.8	31.9	10.4	10.1	33.5	34.6	26.6	28.5	27.0	27.9	35.0	41.6
Under 6 years only.....	---	35.4	---	32.1	---	11.9	---	33.3	---	28.1	---	27.9	---	41.0
6-12 years only.....	---	35.5	---	30.3	---	10.1	---	33.9	---	29.1	---	28.1	---	39.5
13-17 years only.....	---	33.5	---	32.9	---	11.2	---	33.4	---	28.6	---	27.3	---	39.6
Multiple-age groups.....	---	34.1	---	31.3	---	10.5	---	32.9	---	28.9	---	28.2	---	40.5
Occupation of family head:														
Executive, professional...:	31.9	34.8	27.7	32.0	11.2	10.6	32.9	33.0	26.1	28.2	26.9	28.1	35.1	40.6
Clerical, sales, service..:	30.6	34.4	26.8	32.6	11.4	11.1	33.0	33.9	26.5	28.6	26.8	27.7	35.6	41.0
Craftsman, laborer.....:	31.3	34.7	27.0	31.8	9.8	10.0	32.2	33.8	26.8	29.1	26.8	27.8	34.6	40.4
Farmer.....	31.3	35.1	28.2	32.3	10.9	11.8	35.1	36.0	27.0	29.2	27.6	28.2	42.3	44.4
Unclassified.....	32.7	35.3	28.0	30.6	11.4	9.7	34.1	34.7	26.7	27.9	27.6	28.8	35.9	41.8
Education of family head:														
Grammar school.....	31.8	34.8	27.6	31.4	10.4	10.7	32.9	34.0	27.2	29.3	27.1	28.3	35.1	40.3
Some high school.....	31.3	34.7	27.0	32.0	10.7	10.0	32.7	34.0	26.5	28.6	26.8	28.0	35.5	41.1
Some college.....	31.7	35.5	28.1	32.0	10.8	10.5	32.8	33.8	25.9	28.1	27.2	27.3	34.7	40.6
Age of housewife:														
Under 35 years.....	31.4	34.5	27.1	31.6	10.1	10.3	31.5	33.5	26.3	28.4	26.9	28.2	35.3	39.9
35-44 years.....	30.6	34.2	27.3	31.7	11.0	10.5	32.2	33.2	26.5	29.0	26.6	27.9	34.2	41.1
45 years and over.....	32.2	35.4	27.6	31.7	10.6	10.4	33.4	34.4	26.7	28.6	27.4	28.0	35.8	41.0
Work status of housewife 2/:														
Employed.....	---	34.4	---	32.4	---	10.2	---	33.7	---	28.5	---	27.8	---	40.7
Unemployed.....	---	35.0	---	31.5	---	10.5	---	34.1	---	28.7	---	28.1	---	40.8

1/ See footnote 4, table 1.

2/ Not available for 1957.

Table 10. SINGLE-STRENGTH JUICES AND ADES: Purchases per 1,000 persons ^{1/}, April-September 1957 and 1958

Place of residence or family characteristic	Canned juices												Canned orangeade		Chilled orange juice	
	Orange		Grapefruit		Lemon		Prune		Tomato		Total ^{2/}		1957	1958	1957	1958
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958				
	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Cases 3/	Gal- lons	Gal- lons
United States.....	41	49	34	29	3	3	25	23	69	65	300	322	22	21	69	72
Geographic region:																
Northeast.....	40	52	37	32	4	4	47	44	90	84	423	447	10	10	156	150
North Central.....	39	47	29	23	3	3	16	12	63	62	248	276	26	29	46	64
South.....	52	57	34	30	1	1	15	15	39	37	209	219	24	20	40	34
Mountain-Southwest.....	41	46	40	28	2	2	22	20	66	59	272	274	33	23	14	18
Pacific.....	27	26	37	33	4	4	19	18	104	96	357	396	29	28	19	30
Size of community:																
Farm.....	45	50	21	19	1	1	8	8	30	30	160	180	23	22	16	11
City (population):																
Under 10,000.....	54	62	34	28	2	2	16	16	55	49	248	270	28	25	57	43
10,000-99,999.....	38	39	42	32	3	3	20	19	79	73	297	308	32	26	48	42
100,000-499,999.....	42	52	30	25	3	3	30	26	67	61	282	308	25	27	49	58
500,000 and over.....	33	42	39	34	5	5	38	35	92	90	409	432	12	12	120	140
Family income:																
Upper.....	38	44	36	28	4	4	29	24	88	85	357	371	16	20	63	83
Upper middle.....	40	52	27	26	3	3	22	22	62	60	274	313	27	18	69	61
Lower middle.....	34	37	29	25	2	2	25	23	66	60	262	289	20	25	92	74
Lower.....	55	64	46	36	3	4	24	23	59	53	307	312	27	20	49	71
Size of family:																
1 and 2 members.....	64	65	68	57	5	5	44	42	106	101	493	512	21	21	82	112
3 members.....	40	53	35	29	4	4	33	30	76	66	322	345	24	19	115	81
4 and 5 members.....	33	39	20	18	2	2	18	18	60	58	243	274	20	24	71	79
6 and over.....	32	44	20	15	1	1	10	7	41	38	174	185	25	18	16	17
Presence of children ^{4/} :																
No children.....	63	60	64	53	5	5	46	43	102	93	472	480	20	20	80	104
Under 6 years only.....	---	48	---	17	---	1	---	12	---	47	---	248	---	14	---	62
6-12 years only.....	---	42	---	20	---	2	---	18	---	56	---	270	---	24	---	72
13-17 years only.....	---	46	---	24	---	5	---	29	---	76	---	324	---	22	---	58
Multiple-age groups.....	---	41	---	14	---	2	---	9	---	46	---	217	---	23	---	50
Occupation of family head:																
Executive, professional..	36	42	35	30	4	3	29	23	97	94	382	401	20	17	135	97
Clerical, sales, service..	27	48	26	33	4	5	34	30	76	72	318	366	15	16	85	94
Craftsman, laborer.....	38	47	31	23	2	3	23	22	61	58	266	281	26	23	58	71
Farmer.....	38	39	21	16	1	1	6	11	35	28	157	162	19	22	6	5
Unclassified.....	85	77	71	57	5	5	36	32	90	76	455	471	22	20	60	77
Education of family head:																
Grammar school.....	45	52	39	34	2	2	24	24	58	55	268	293	25	24	53	59
Some high school.....	43	52	30	23	4	4	26	24	73	65	311	322	22	20	70	78
Some college.....	27	36	32	30	3	3	25	19	88	85	355	381	16	16	106	88
Age of housewife:																
Under 35 years.....	29	42	15	15	2	1	11	9	39	42	183	222	22	16	62	59
35-44 years.....	32	42	22	16	2	2	20	19	66	60	253	272	24	27	52	53
45 years and over.....	56	58	55	46	4	5	37	36	90	83	406	420	21	20	84	93
Work status of housewife ^{5/} :																
Employed.....	---	59	---	32	---	4	---	27	---	79	---	375	---	20	---	85
Unemployed.....	---	46	---	28	---	3	---	22	---	61	---	307	---	21	---	69

^{1/} These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

^{2/} Includes purchases of other canned juices.

^{3/} Equivalent cases of 24 No. 2 cans...432 ounces per case.

^{4/} See footnote 4, table 1.

^{5/} Not available for 1957.

Table 11. FRESH AND CANNED FRUIT: Percentage of families buying, April-September 1957 and 1958

Place of residence or family characteristic	Fresh oranges								All fresh grapefruit		Fresh lemons		Canned grapefruit sections	
	California- Arizona		Florida		Unidentified		Total 1/							
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
United States.....	46.1	38.8	23.1	15.8	20.2	16.3	61.0	51.9	38.9	31.7	54.2	52.5	16.3	15.9
Geographic region:														
Northeast.....	55.8	47.4	37.0	28.0	22.0	18.3	69.8	61.3	48.0	38.1	56.5	53.7	21.8	21.0
North Central.....	56.7	46.4	18.9	13.4	21.2	16.8	65.7	55.3	39.7	30.1	51.4	47.6	16.3	17.2
South.....	13.7	12.5	29.7	17.6	17.8	14.0	45.6	35.0	28.1	18.9	57.5	59.3	7.9	6.8
Mountain-Southwest.....	43.3	35.9	12.0	4.2	18.1	12.3	57.0	47.1	33.3	31.4	59.3	57.1	10.4	7.9
Pacific.....	54.8	48.2	2.8	1.8	19.7	21.5	59.9	55.2	40.6	42.2	46.2	47.1	24.4	23.8
Size of community:														
Farm.....	33.4	27.6	15.1	8.9	18.4	14.9	50.3	39.9	30.3	21.9	51.0	52.1	9.2	9.4
City (population):														
Under 10,000.....	40.7	31.4	18.9	11.9	20.7	15.9	57.1	45.6	31.4	27.5	54.8	51.5	15.8	12.5
10,000-99,999.....	45.8	41.3	26.2	16.0	18.4	14.5	61.0	53.3	38.6	31.1	53.4	50.0	14.8	16.2
100,000-499,999.....	44.0	35.4	27.6	19.5	17.4	14.3	61.8	52.1	41.5	32.7	56.3	52.7	16.9	15.7
500,000 and over.....	59.5	51.6	26.5	20.0	23.7	21.1	70.1	62.5	48.6	39.9	54.5	54.6	21.3	22.0
Family income:														
Upper.....	53.4	46.4	24.9	17.1	22.0	20.1	68.0	60.0	46.7	37.0	59.9	57.0	21.3	20.2
Upper middle.....	47.8	39.5	24.6	16.7	21.6	17.7	63.2	52.5	37.2	30.3	54.2	53.3	15.2	14.3
Lower middle.....	44.8	36.7	21.6	16.1	19.8	16.4	59.5	51.4	36.4	29.4	50.7	50.1	13.1	11.8
Lower.....	38.5	32.7	21.2	13.4	17.5	12.7	53.7	43.9	35.2	30.0	51.9	49.5	15.6	17.0
Size of family:														
1 and 2 members.....	41.7	37.1	19.9	13.5	17.7	14.9	55.4	47.9	43.0	37.0	55.4	54.0	21.0	20.0
3 members.....	47.2	37.7	24.4	16.1	18.4	17.1	62.6	52.0	38.8	31.1	55.6	51.5	18.6	16.1
4 and 5 members.....	51.7	44.0	24.8	19.7	23.0	18.5	66.2	58.1	36.7	29.2	52.4	52.0	12.7	13.7
6 and over.....	43.3	33.0	25.6	13.1	23.5	17.7	62.3	48.9	32.1	22.0	52.8	50.4	8.0	8.0
Presence of children 2/:														
No children.....	42.6	37.8	21.8	14.5	17.8	15.1	56.7	49.5	43.1	36.6	56.8	55.8	21.2	19.8
Under 6 years only.....	---	34.4	---	15.2	---	19.6	---	48.0	---	23.6	---	43.2	---	11.2
6-12 years only.....	---	37.8	---	15.9	---	18.6	---	55.1	---	26.2	---	49.5	---	13.5
13-17 years only.....	---	40.8	---	16.9	---	14.5	---	52.5	---	29.2	---	52.0	---	16.9
Multiple-age groups.....	---	41.5	---	18.0	---	19.4	---	56.2	---	27.4	---	49.8	---	9.9
Occupation of family head:														
Executive, professional.....	51.4	47.4	26.9	18.3	23.4	20.5	67.9	59.4	49.7	39.9	61.6	58.8	22.6	19.9
Clerical, sales, service.....	47.1	40.8	23.1	13.6	20.0	16.7	61.8	53.3	46.0	38.8	52.9	54.8	16.2	19.3
Craftsman, laborer.....	48.2	38.0	23.8	17.1	21.0	17.1	62.5	52.9	33.9	26.9	50.9	48.4	13.9	12.7
Farmer.....	35.4	28.9	12.2	8.9	15.6	12.3	49.8	40.7	28.3	21.0	51.2	51.4	8.8	8.6
Unclassified.....	40.8	36.1	24.5	15.9	18.0	14.7	56.7	47.2	42.8	36.8	58.1	55.0	21.5	21.8
Education of family head:														
Grammar school.....	39.9	33.1	21.3	13.8	18.9	14.5	55.3	46.3	33.6	25.4	51.9	50.2	14.0	12.9
Some high school.....	49.3	40.5	23.4	16.4	19.4	17.2	63.2	53.7	38.7	32.6	54.4	52.4	16.6	17.2
Some college.....	52.8	47.3	26.5	18.9	25.5	20.7	69.4	59.9	52.1	43.6	59.0	57.7	21.2	19.7
Age of housewife:														
Under 35 years.....	44.2	34.3	20.2	15.5	22.1	17.6	58.6	49.6	28.8	25.1	43.3	40.2	7.9	8.2
35-44 years.....	50.8	44.6	24.7	18.0	22.8	19.8	66.4	58.3	35.4	27.7	53.5	52.0	13.5	12.7
45 years and over.....	44.6	37.9	23.3	15.0	18.5	15.2	59.5	50.0	43.6	35.5	57.9	56.7	20.2	19.7
Work status of housewife 3/:														
Employed.....	---	39.6	---	16.0	---	15.9	---	52.6	---	34.3	---	50.7	---	17.2
Unemployed.....	---	38.5	---	15.7	---	17.0	---	51.6	---	30.8	---	53.1	---	15.5

1/ Includes purchases of Texas oranges.

2/ See footnote 4, table 1.

3/ Not available for 1957.

Table 12. FRESH AND CANNED FRUIT: Average number of purchases per buying family, April-September 1957 and 1958

Place of residence or family characteristic	Fresh oranges								All fresh grapefruit		Fresh lemons		Canned grapefruit sections	
	California- Arizona		Florida		Unidentified		Total 1/							
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number	Number
United States.....	5.1	4.8	4.5	3.8	2.5	2.5	6.5	5.7	4.6	4.3	4.7	4.8	2.9	3.2
Geographic region:														
Northeast.....	5.8	5.4	5.4	4.3	2.8	2.5	8.4	6.9	5.1	4.8	5.0	4.6	3.0	3.4
North Central.....	5.0	4.7	3.7	2.7	2.1	2.0	6.1	5.2	4.7	3.9	3.5	3.6	3.3	3.4
South.....	3.9	3.4	4.3	3.8	3.3	3.3	5.3	4.6	4.3	3.6	7.0	6.8	2.7	3.4
Mountain-Southwest.....	4.3	4.3	1.8	2.0	2.1	2.1	5.0	4.8	3.9	3.5	4.4	4.8	2.4	3.1
Pacific.....	5.3	4.4	1.2	2.4	2.7	2.3	5.8	4.8	4.4	4.8	3.4	3.5	2.2	2.5
Size of community:														
Farm.....	4.2	3.3	4.3	3.4	2.1	2.3	5.0	4.0	4.5	3.6	4.7	5.0	2.5	2.9
City (population):														
Under 10,000.....	4.1	4.1	3.5	2.7	2.3	2.4	5.0	4.5	4.0	3.2	4.8	5.1	2.8	3.3
10,000-99,999.....	4.8	4.4	3.2	2.7	1.9	1.8	5.7	4.9	4.3	3.8	4.1	4.1	3.0	3.1
100,000-499,999.....	4.8	4.5	4.1	3.1	2.7	2.8	6.1	5.2	4.4	4.2	4.8	5.1	2.8	2.9
500,000 and over.....	5.7	5.4	5.6	4.7	2.8	2.5	8.1	6.9	4.9	4.9	5.2	4.8	2.9	3.2
Family income:														
Upper.....	5.3	5.4	5.4	4.9	2.3	2.5	7.0	6.5	4.6	4.8	5.1	4.9	2.7	3.4
Upper middle.....	5.0	4.9	4.3	3.3	2.8	2.4	6.5	5.7	4.9	3.7	4.6	5.0	3.1	3.0
Lower middle.....	4.9	4.7	3.8	3.7	2.4	2.5	6.0	5.5	3.9	4.3	4.7	4.8	2.8	3.4
Lower.....	5.4	4.3	4.7	3.4	2.8	2.5	6.8	5.2	5.2	4.2	4.5	4.6	3.1	3.3
Size of family:														
1 and 2 members.....	5.8	5.4	5.4	4.6	2.5	2.3	7.2	6.3	5.7	5.1	4.6	4.5	3.1	3.4
3 members.....	4.8	4.7	3.2	2.8	3.0	2.3	5.8	5.1	3.8	3.4	4.6	4.2	2.5	2.8
4 and 5 members.....	5.2	4.6	4.7	3.7	2.7	2.8	6.9	5.9	3.7	3.5	4.7	5.2	2.6	3.4
6 and over.....	4.9	4.2	5.3	4.7	2.6	2.9	6.7	5.3	3.6	3.2	6.1	6.5	2.3	2.1
Presence of children 2/:														
No children.....	5.8	5.4	5.1	4.5	2.6	2.4	7.3	6.3	5.6	5.1	4.7	4.7	3.1	3.5
Under 6 years only.....	---	3.4	---	2.5	---	2.2	---	4.3	---	2.4	---	4.2	---	2.2
6-12 years only.....	---	4.5	---	2.3	---	2.3	---	4.7	---	2.9	---	4.1	---	3.7
13-17 years only.....	---	5.3	---	4.2	---	3.3	---	6.6	---	4.2	---	5.3	---	2.6
Multiple-age groups.....	---	4.3	---	3.8	---	2.6	---	5.5	---	3.0	---	5.7	---	2.5
Occupation of family head:														
Executive, professional...	5.2	5.1	5.0	4.6	2.5	2.4	7.0	6.5	5.0	4.9	4.7	4.8	2.8	3.3
Clerical, sales, service...	4.8	5.2	4.4	4.4	2.9	2.5	6.4	6.0	4.7	4.5	4.2	4.1	3.4	3.2
Craftsman, laborer.....	4.9	4.4	4.3	3.1	2.5	2.5	6.4	5.1	3.7	3.5	4.8	5.0	2.9	3.1
Farmer.....	4.2	4.4	5.0	4.3	2.2	1.7	5.1	4.8	3.9	3.2	4.6	4.5	2.4	2.6
Unclassified.....	6.2	5.3	4.6	4.2	2.4	2.6	7.4	6.5	6.5	4.9	5.2	5.3	3.0	3.5
Education of family head:														
Grammar school.....	4.8	4.3	4.3	3.6	2.2	2.7	6.0	5.2	4.4	4.4	4.4	5.0	2.9	3.4
Some high school.....	5.4	5.0	4.5	3.5	2.7	2.4	6.8	5.7	4.7	3.9	5.0	4.8	3.1	3.3
Some college.....	5.2	4.9	5.0	4.6	2.8	2.3	7.0	6.3	4.9	4.7	4.7	4.6	2.5	2.6
Age of housewife:														
Under 35 years.....	3.7	3.6	3.7	2.6	2.4	2.2	5.1	4.1	2.6	2.2	4.1	4.2	2.2	2.3
35-44 years.....	4.9	4.8	4.5	4.0	2.4	2.3	6.3	5.8	3.4	3.5	4.5	5.1	2.2	2.6
45 years and over.....	5.9	5.4	5.0	4.3	2.7	2.7	7.3	6.4	5.7	5.2	5.1	5.0	3.3	3.7
Work status of housewife 3/:														
Employed.....	---	5.2	---	3.8	---	2.6	---	5.9	---	4.6	---	4.8	---	2.8
Unemployed.....	---	4.7	---	3.8	---	2.4	---	5.6	---	4.2	---	4.8	---	3.4

1/ Includes purchases of Texas oranges.

2/ See footnote 4, table 1.

3/ Not available for 1957.

Table 13. FRESH AND CANNED FRUIT: Average volume of purchases per buying family 1/, April-September 1957 and 1958

Place of residence or family characteristic	Fresh oranges								All fresh grapefruit		Fresh lemons		Canned grapefruit sections	
	California- Arizona		Florida		Unidentified		Total 2/		1957	1958	1957	1958	1957	1958
	1957	1958	1957	1958	1957	1958	1957	1958						
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	No. 2 cans	No. 2 cans
United States.....	4.84	3.98	5.25	3.68	2.59	2.17	6.61	4.89	1.91	1.48	2.98	2.96	5.04	5.76
Geographic region:														
Northeast.....	5.08	4.42	6.10	4.19	2.69	2.03	8.15	5.94	1.79	1.37	2.60	2.42	5.04	6.00
North Central.....	4.96	4.16	4.39	2.74	2.05	1.98	6.22	4.79	2.13	1.46	2.19	2.21	5.76	6.00
South.....	3.28	2.59	5.09	3.63	3.04	2.72	5.60	3.99	1.76	1.19	5.30	5.09	5.28	6.96
Mountain-Southwest.....	3.49	3.01	1.92	1.68	2.40	1.39	4.64	3.65	1.76	1.26	2.52	2.67	4.80	5.04
Pacific.....	5.72	3.79	1.04	1.76	3.18	2.28	6.33	4.26	1.94	2.08	1.72	1.85	3.84	4.56
Size of community:														
Farm.....	4.39	3.08	5.54	4.22	2.04	2.03	5.41	3.99	1.96	1.37	3.37	3.49	5.28	5.76
City (population):														
Under 10,000.....	3.77	3.47	4.31	2.72	2.07	2.05	4.97	3.90	1.81	1.33	3.18	3.30	4.80	5.76
10,000-99,999.....	5.07	3.88	4.03	2.59	1.96	1.57	6.26	4.34	1.83	1.30	2.52	2.62	5.52	5.76
100,000-499,999.....	4.29	3.62	4.71	2.61	3.21	2.28	6.18	4.29	1.85	1.45	3.19	3.33	5.28	5.28
500,000 and over.....	5.25	4.30	6.08	4.67	2.89	2.20	7.83	5.83	1.87	1.55	2.76	2.48	4.56	5.52
Family income:														
Upper.....	5.37	4.75	6.60	4.54	2.42	2.22	7.51	5.80	1.92	1.57	3.24	3.10	5.28	6.24
Upper middle.....	4.42	3.95	4.99	3.46	2.60	1.99	6.26	4.83	1.99	1.37	2.89	3.12	5.04	5.52
Lower middle.....	4.65	3.75	4.26	3.33	2.86	2.33	6.08	4.62	1.68	1.54	3.00	2.90	4.80	6.24
Lower.....	5.04	3.45	5.15	3.42	2.54	2.01	6.65	4.32	2.08	1.44	2.83	2.78	5.04	5.28
Size of family:														
1 and 2 members.....	4.80	3.87	5.48	3.82	2.15	1.76	6.35	4.70	2.21	1.70	2.58	2.46	5.04	5.76
3 members.....	4.41	4.06	3.75	2.60	2.61	1.78	5.65	4.41	1.59	1.16	2.88	2.62	4.80	5.04
4 and 5 members.....	5.00	3.98	5.39	3.78	2.65	2.35	6.99	5.21	1.52	1.27	2.97	3.30	4.56	6.24
6 and over.....	6.02	4.58	7.59	5.82	4.04	3.54	8.99	6.14	1.93	1.32	4.71	4.83	4.56	4.32
Presence of children 3/:														
No children.....	5.01	4.14	5.27	3.88	2.22	1.86	6.57	4.95	2.25	1.71	2.82	2.67	5.52	6.24
Under 6 years only.....	---	2.73	---	2.29	---	1.67	---	3.48	---	.87	---	2.41	---	3.60
6-12 years only.....	---	3.57	---	2.44	---	1.86	---	3.97	---	.99	---	2.57	---	6.48
13-17 years only.....	---	4.55	---	4.20	---	3.00	---	5.83	---	1.53	---	3.63	---	4.80
Multiple-age groups.....	---	4.16	---	4.24	---	2.67	---	5.50	---	1.14	---	3.90	---	4.56
Occupation of family head:														
Executive, professional...:	5.01	4.54	5.67	4.22	2.35	2.25	7.00	5.83	1.86	1.52	2.70	2.61	4.80	6.00
Clerical, sales, service...:	4.14	3.57	5.00	4.22	2.77	2.15	5.98	4.52	1.91	1.62	2.26	2.23	6.00	5.28
Craftsman, laborer.....:	4.76	3.59	5.02	2.97	2.80	2.06	6.59	4.30	1.56	1.22	3.23	3.27	4.80	5.52
Farmer.....:	4.65	4.32	7.56	5.90	2.03	1.57	5.88	5.00	1.84	1.37	3.25	3.33	5.76	6.24
Unclassified.....:	5.60	4.38	4.66	3.77	2.18	2.20	6.95	5.50	2.76	1.82	3.15	3.07	5.04	6.24
Education of family head:														
Grammar school.....:	4.42	3.56	5.05	3.66	2.40	2.23	6.03	4.48	1.85	1.51	3.00	3.24	5.28	6.48
Some high school.....:	5.14	4.17	5.06	3.26	2.66	1.95	6.84	4.88	1.97	1.42	3.12	2.94	5.52	5.76
Some college.....:	5.06	4.09	6.08	4.42	2.77	2.22	7.29	5.47	1.92	1.49	2.65	2.51	4.08	4.32
Age of housewife:														
Under 35 years.....:	3.62	2.96	4.34	2.43	2.39	1.78	5.24	3.55	1.06	.78	2.51	2.51	3.60	4.32
35-44 years.....:	4.94	4.29	5.93	4.34	2.87	2.24	7.07	5.48	1.49	1.23	2.91	3.20	3.60	4.56
45 years and over.....:	5.30	4.27	5.31	3.91	2.52	2.21	6.94	5.21	2.31	1.79	3.19	3.07	6.00	6.48
Work status of housewife 4/:														
Employed.....:	---	4.32	---	3.56	---	2.18	---	5.03	---	1.47	---	2.95	---	4.80
Unemployed.....:	---	3.86	---	3.72	---	2.10	---	4.85	---	1.48	---	2.97	---	6.24

1/ Dozens or equivalent No. 2 cans.

2/ Includes purchases of Texas oranges.

3/ See footnote 4, table 1.

4/ Not available for 1957.

Table 14. FRESH AND CANNED FRUIT: Average prices paid by household consumers, April-September 1957 and 1958

Place of residence or family characteristic	Fresh fruit, per dozen												Canned grapefruit sections per equivalent No. 2 can	
	California- Arizona oranges		Florida oranges		Unidentified oranges		Total oranges 1/		Grapefruit		Lemons			
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
United States.....	52.1	67.3	41.0	56.9	43.4	56.7	47.6	62.9	92.3	115.4	42.2	43.0	23.6	25.3
Geographic region:														
Northeast.....	59.0	71.9	45.7	61.8	49.5	65.7	52.7	68.0	104.7	141.7	49.1	49.9	22.8	23.7
North Central.....	51.9	65.1	40.8	58.3	47.9	58.1	49.5	63.2	90.0	116.8	48.4	49.8	23.3	25.0
South.....	49.4	63.9	34.2	47.1	38.2	47.7	37.4	50.7	86.8	114.5	36.0	37.3	24.1	26.4
Mountain-Southwest.....	57.6	77.8	41.7	50.8	39.8	67.4	49.5	67.1	91.5	115.4	42.8	43.8	24.7	25.9
Pacific.....	43.3	60.8	50.8	65.3	39.4	52.4	42.7	59.1	84.4	94.5	45.3	44.9	24.7	27.3
Size of community:														
Farm.....	49.4	61.3	38.4	43.7	41.7	52.8	45.1	55.1	91.4	114.0	40.3	40.5	24.4	26.6
City (population):														
Under 10,000.....	53.5	69.8	37.0	49.1	46.8	56.7	47.5	63.3	91.3	115.4	41.2	42.1	23.9	26.0
10,000-99,999.....	50.7	67.0	41.8	59.0	45.1	58.9	47.6	64.2	91.4	117.7	42.0	42.7	23.4	24.8
100,000-499,999.....	57.7	69.6	39.1	57.3	37.8	56.3	47.3	63.3	90.8	117.9	40.2	41.6	23.2	25.6
500,000 and over.....	51.2	66.6	44.5	62.0	44.8	57.5	48.5	64.1	94.4	113.8	47.0	48.2	23.6	24.6
Family income:														
Upper.....	52.8	69.3	41.5	59.7	48.2	58.7	49.0	65.6	95.7	123.2	43.0	43.4	23.6	25.7
Upper middle.....	53.9	66.5	40.6	58.8	44.2	58.5	48.5	63.2	91.7	106.6	42.2	42.7	23.9	24.8
Lower middle.....	51.6	65.9	41.4	57.2	38.2	53.7	46.6	61.2	90.4	118.3	40.2	42.1	23.2	25.3
Lower.....	49.4	66.0	40.1	50.0	43.9	54.8	45.6	59.7	90.1	111.4	43.3	43.9	23.8	25.0
Size of family:														
1 and 2 members.....	52.5	71.0	41.6	57.9	46.1	59.1	48.6	66.4	94.6	117.2	43.3	44.3	24.0	25.8
3 members.....	54.3	67.2	39.6	56.3	45.5	58.0	49.0	63.5	91.2	114.8	41.8	42.3	23.9	25.2
4 and 5 members.....	53.0	66.8	41.9	58.7	45.4	57.8	48.8	63.0	93.3	116.3	42.5	43.5	22.9	24.5
6 and over.....	47.2	60.7	39.8	51.0	37.1	51.6	42.9	55.9	84.3	105.3	40.6	41.0	23.4	25.8
Presence of children 2/:														
No children.....	52.7	69.7	41.5	58.1	46.1	57.5	48.7	65.3	95.0	118.3	42.7	43.6	24.0	25.6
Under 6 years only.....	---	68.1	---	59.2	---	63.1	---	64.5	---	116.7	---	44.4	---	25.3
6-12 years only.....	---	69.3	---	54.8	---	58.6	---	64.0	---	113.3	---	43.2	---	24.5
13-17 years only.....	---	64.3	---	57.8	---	54.7	---	60.9	---	110.5	---	42.2	---	24.0
Multiple-age groups.....	---	64.3	---	55.1	---	54.6	---	60.0	---	109.7	---	42.2	---	24.9
Occupation of family head:														
Executive, professional...:	52.8	66.7	42.5	60.8	48.7	55.3	49.1	63.3	100.9	125.2	44.1	44.5	23.4	25.0
Clerical, sales, service...:	52.6	72.0	42.7	63.4	43.5	58.3	48.1	67.7	92.4	118.4	42.4	44.3	23.6	25.6
Craftsman, laborer.....:	53.6	68.0	40.5	54.7	41.1	57.9	48.0	62.9	90.5	114.8	41.6	42.7	23.2	24.8
Farmer.....	47.4	60.9	37.9	43.6	42.2	52.6	44.2	55.8	86.7	102.1	41.1	40.8	24.3	26.7
Unclassified.....	48.5	66.3	40.0	58.3	45.8	56.0	45.6	62.6	88.5	108.1	42.8	43.6	24.5	25.5
Education of family head:														
Grammar school.....	52.2	66.0	39.5	51.7	39.7	56.9	46.4	60.4	91.3	115.1	41.6	42.6	23.6	25.1
Some high school.....	52.7	67.7	41.6	58.3	44.8	56.2	48.5	63.8	92.0	114.0	42.6	43.2	23.5	25.2
Some college.....	50.6	68.0	42.1	61.3	46.7	57.1	47.6	64.3	94.1	118.0	42.7	43.6	24.0	25.6
Age of housewife:														
Under 35 years.....	50.7	64.4	41.7	54.1	44.7	57.9	47.3	60.3	91.8	111.2	41.8	43.0	22.8	24.8
35-44 years.....	52.0	66.8	39.8	55.9	40.3	55.1	46.5	62.2	87.4	112.7	42.1	42.9	23.8	24.7
45 years and over.....	52.6	68.6	41.5	58.4	45.4	57.3	48.5	64.4	93.9	116.9	42.4	43.1	23.7	25.5
Work status of housewife 3/:														
Employed.....	---	67.4	---	57.6	---	58.4	---	64.1	---	125.0	---	42.8	---	25.4
Unemployed.....	---	67.2	---	56.6	---	56.2	---	62.5	---	112.0	---	43.1	---	25.2

1/ Includes purchases of Texas oranges.

2/ See footnote 4, table 1.

3/ Not available for 1957.

Table 15. FRESH AND CANNED FRUIT: Purchases per 1,000 persons ^{1/}, April-September 1957 and 1958

Place of residence or family characteristic	Fresh oranges								All fresh grapefruit		Fresh lemons		Canned grapefruit sections	
	California- Arizona		Florida		Unidentified		Total ^{2/}							
	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958	1957	1958
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	1,000 cases 3/	1,000 cases 3/
United States.....	676	468	367	176	158	107	1,221	768	225	142	489	471	10	12
Geographic region:														
Northeast.....	880	651	703	365	184	115	1,768	1,132	268	162	456	404	14	17
North Central.....	876	603	259	115	135	104	1,274	827	264	141	350	328	12	13
South.....	118	84	396	167	142	99	669	394	129	58	798	787	5	5
Mountain-Southwest.....	467	336	72	22	134	53	820	534	182	123	460	475	7	5
Pacific.....	1,079	628	10	11	215	169	1,305	809	272	302	274	300	13	15
Size of community:														
Farm.....	370	218	210	96	94	77	685	408	150	77	433	466	5	6
City (population):														
Under 10,000.....	467	329	248	98	130	99	864	537	174	111	531	513	10	9
10,000-99,999.....	737	507	334	131	114	72	1,210	731	224	128	427	414	11	12
100,000-499,999.....	585	398	403	158	173	101	1,184	695	238	147	558	546	12	11
500,000 and over.....	977	692	504	291	214	145	1,716	1,138	284	193	470	422	13	16
Family income:														
Upper.....	788	611	452	215	146	124	1,403	965	247	161	534	490	13	15
Upper middle.....	594	429	345	159	158	97	1,113	696	208	114	440	457	9	9
Lower middle.....	609	404	269	158	166	112	1,058	698	179	133	445	428	8	9
Lower.....	713	420	401	171	163	95	1,311	708	269	162	538	513	12	14
Size of family:														
1 and 2 members.....	1,100	790	600	284	209	143	1,933	1,237	522	345	786	731	24	26
3 members.....	694	510	306	140	160	101	1,179	764	206	120	534	450	13	11
4 and 5 members.....	588	398	304	169	138	99	1,053	688	126	84	354	390	6	8
6 and over.....	368	214	274	108	134	89	790	426	87	41	351	346	2	2
Presence of children ^{4/} :														
No children.....	1,050	746	565	268	194	134	1,832	1,168	476	298	789	709	24	24
Under 6 years only.....	---	252	---	93	---	88	---	448	---	55	---	278	---	4
6-12 years only.....	---	356	---	103	---	92	---	578	---	69	---	336	---	10
13-17 years only.....	---	515	---	197	---	121	---	849	---	124	---	524	---	9
Multiple-age groups.....	---	304	---	134	---	91	---	543	---	55	---	341	---	3
Occupation of family head:														
Executive, professional..	793	656	469	236	169	141	1,463	1,056	285	184	511	467	14	15
Clerical, sales, service..	657	491	390	193	187	121	1,246	811	296	211	404	411	14	14
Craftsman, laborer.....	629	374	328	139	161	96	1,131	623	146	90	452	433	8	8
Farmer.....	414	317	232	133	80	49	736	516	131	73	418	435	5	6
Unclassified.....	999	686	500	260	172	140	1,724	1,126	517	291	800	734	19	24
Education of family head:														
Grammar school.....	530	351	323	151	136	96	1,001	618	187	114	467	484	9	10
Some high school.....	758	507	354	160	154	100	1,293	785	228	139	508	462	11	13
Some college.....	847	618	510	267	224	147	1,602	1,046	316	207	495	463	12	11
Age of housewife:														
Under 35 years.....	377	253	207	94	124	78	724	439	72	49	256	251	3	4
35-44 years.....	607	447	354	182	158	103	1,136	746	128	80	376	388	5	6
45 years and over.....	913	620	477	225	180	129	1,594	998	388	244	713	668	19	21
Work status of housewife ^{5/} :														
Employed.....	---	612	---	204	---	124	---	946	---	180	---	534	---	12
Unemployed.....	---	427	---	168	---	103	---	719	---	131	---	453	---	11

^{1/} These figures represent the average volume of purchases per 1,000 persons, based upon all families, including those not making purchases during the 6-month period.

^{2/} Includes purchases of Texas oranges.

^{3/} Equivalent cases of 24 No. 2 cans...480 ounces per case.

^{4/} See footnote 4, table 1.

^{5/} Not available for 1957.

**U. S. Department of Agriculture
Washington 25, D. C .**

**POSTAGE AND FEES PAID
U. S. DEPARTMENT OF AGRICULTURE**

OFFICIAL BUSINESS

NOTICE

If you no longer need this publication,
check here ☐ return this sheet,
and your name will be dropped from
the mailing list.

If your address should be changed,
write the new address on this sheet
and return the whole sheet to:

**Administrative Services Division (ML)
Agricultural Marketing Service
U. S. Department of Agriculture
Washington 25, D. C.**